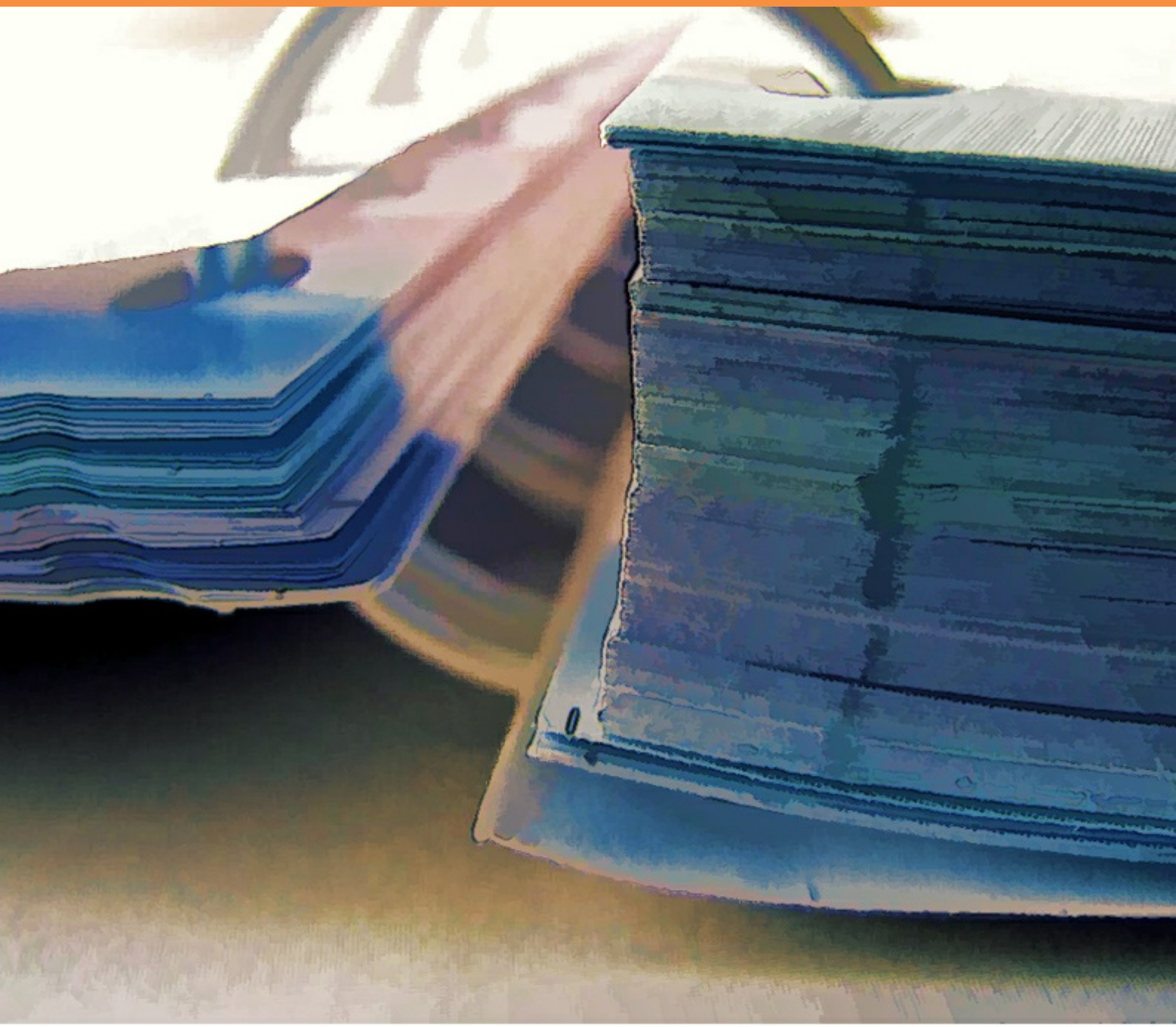

Creating your CV as a self marketing tool

Paul H Brisk

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Paul H Brisk

Creating your CV as a self marketing tool

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1 About the Author

Paul H Brisk started his career in December 1969 in Leeds, as a junior clerk for the Halifax Building Society in the United Kingdom, this was the biggest Society in the world and remained so until it changed its mutual status to Halifax plc in 1997.

In a career of 31 years he undertook various positions, securing his first step in management by 1976. Promotions at that time took him to a number of different locations throughout the country, where he held Managerial positions in the retail arm of the business, together with a period of time specialising in the area Lending Operations and headed up a unit in the disposing of repossession properties in the North of England and Scotland**.**

Paul's last role at the Halifax saw him returning to his home town of Leeds to take up a role as a member of the Senior Management Team in a pioneering Business Centre using the latest workflow and imaging technology. He remained there until September 2000.

After a long and established career, he took some time off to take stock of his life and decide on the future. An opportunity arose the following year to join a leading Solicitor's practice as their Customer Relations Manager which included a wide range of responsibilities including the day to day running of a Call Centre.

In early 2003, Paul took the bold step of leaving the practice and travelled to Vancouver Island in Canada to stay with close friends and to research and then formulate plans to set up a career consultancy business to support and guide others in the area of job searching.

In January 2004, Peak Career Consulting was launched and is now run as a family business with his wife Kathy.

Peak Career Consulting offers a full range of services to individuals of all ages and industrial backgrounds maximising the job searching techniques of today, playing a key role in showing clients how to market themselves in a professional manner.

The unique feature of the business is that work with individuals is carried out in their own home, on any day and any time to suit their needs. The benefits from feedback received are that they feel more comfortable in their own environment, which in overall terms provides a more relaxed atmosphere and allows fruitful discussion to take place.

In addition to working with individual clients, Peak has also undertaken work with employability projects where groups of individuals have attended a job searching workshop. They have also provided support in the Education Arena on a local level. Key clients have included both the University of Leeds and the University of Bradford.

More details of Peak, can be found on their website at www.peakcareerconsulting.co.uk

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2 Introduction

The Curriculum Vitae is a Latin expression and translates to a person's course of life, more commonly known as a CV in the modern world.

In some countries e.g. The United States and Canada it is generally called a Resume, but the contents remain the same and need to capture a number of key areas, including:

- A Personal Profile Statement.
- Roles undertaken, clearly showing responsibilities, but more importantly achievements, quantifiable wherever possible.
- Skills and Abilities.
- Educational qualifications and ongoing personal development.
- Hobbies and Interests.

In Europe during 2004, the European Parliament and the European Commission promoted the introduction of the Europass, which is a version of the CV and as well as including the information referred to above reflects the levels of someone's ability to talk and write in another language. The aim is to ease skilled migration of potential employees between member countries.

There are hundreds of books written about the CV and well over a thousand responses if the word CV is searched on Google. If there was ever the case of using the phrase information overload, then this would be a very good example. Against this background there is no wonder that anyone thinking about writing their CV are by now totally confused of how to start, what to say about themselves, which format is correct and perhaps one of the most frequent concerns of how long should it be!

The good news is that this book will dispel as many of these myths as possible and will provide the reader with a structured approach of how to construct a professional document. It will without any doubt increase both confidence and self esteem in an ever increasing competitive environment the job seeker is likely to experience, especially in today's economic climate.

The majority of individuals are not naturally born sales persons and on many occasions feel embarrassed and uncomfortable about talking about themselves. The book will show how to overcome these as far as capturing information on paper is concerned and will certainly bring added value to any interview opportunities which come along during their job searching programme.

The CV is one of the key tools an individual will have in exploring career openings and is a true selling document. As with any sale you come across there are always 2 elements present, namely the features of the product or service and more importantly to the end user the benefits it will bring. It will now come as no surprise that the CV must contain both components!

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The features of the CV are very simple to explain, as they are the skills and abilities which an individual possesses and the benefits are the achievements which have taken place.

Later on within the book, we will cover skills, abilities and achievements in great detail, so that these can be easily recognised, leaving the reader with a full understanding of how to record both in their CV.

Quite often a question is asked at what age should a person begin to think about putting together their CV. There is no definitive answer, but the strong suggestion is that this should be given careful consideration during secondary/high school years, to build on a young students record of achievements and can also support the process of applying for University.

Once completed the document will change significantly as the person progresses to an adult and should at regular intervals be updated to reflect new skills gained, ongoing educational qualifications and more recent achievements.

Everyone, no matter what age and background should always be encouraged to become involved in non work activities as their many skills gained throughout life can be used in so many different areas, bringing both personal achievement and reward to others. This can be highlighted within their CV and make them stand out in a crowd.

Before moving on to the next section where we will look at the 2 most common CVs used. There are some golden rules to adopt at the beginning, so below are a few areas to consider along the journey we will be taking to bring about the finished document. They are the ABCs and foundations of the CV.

We will cover each of these areas throughout the course of this book, so these are really setting the scene, but very important as we start the journey of bringing the CV together.

A..lways create a good 1st Impression and tell the truth!

Your document needs to be presented in a clear and concise manner with the initial objective of creating impact and a professional impression to the reader.

Always be truthful about what you are saying about yourself, as you should be 100% confident to back up any statements made on your CV with a real life example of what you have experienced.

If the document is to be sent by post, it should be on good quality white paper with a minimum weight of 100 grams.

B..e fully aware to format your document correctly

As far as fonts are concerned it is suggested that either Arial or Times New Roman be used, with font sizes in the region of 10 to 12. All the pages of the CV have to be presented in a consistent way and there is nothing more important than the 1st page, as this sets the scene for the whole document.

The use of justifying (Microsoft Word Tool) your CV is important too, so that the reader is able to make notes on both margins.

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C..hoose carefully the grammar and use of words and the correct punctuation

Always write your CV in the 3rd party as this enables you to avoid the word "I" which would otherwise be used continually. Punctuation, spelling and avoiding using jargon is absolutely crucial. Your CV needs to be checked by an independent person who you can trust to give you feedback. Never rely solely on spellchecking which software packages provide, as mistakes are often not picked up.

A very interesting story was shown a few years ago in a National newspaper to highlight the importance of using the correct punctuation. A school inspector observed an English lesson and criticised the teacher for his old fashioned insistence on punctuation. The teacher claimed that punctuation was vital, as it can completely change the meaning of a sentence.

When the inspector denied this, the teacher wrote on the board "The Inspector said the teacher is an idiot" He then inserted the following punctuation "The Inspector, said the teacher, is an idiot". Only a couple of small uses of speech marks and commas, but what a difference it makes to the statement!

We will cover the use of words later on in the book, as these need to bring the CV to life. These will be important when uploading your CV to any internet site, as on many occasions your document will be scanned for key words attributed to the position and industry you are looking to fulfil.

Essentials of a CV

It cannot be stressed enough that a CV takes time to prepare and this will not and should not take place overnight. Unfortunately there are too many advertisements throughout the internet which suggest that it can be completed in less than an hour. These kinds of statements in the author's personal opinion are both foolish and impossible.

It is worth pointing out that your finished document when read by a potential employer will have in most instances no more than **2/3 minutes of their reading time,** so getting it right is key.

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3 Types of CV

The most common CVs used today and certainly strongly recommended are the Reverse Chronological CV sometimes referred to as the Full CV and the Functional CV.

Both types of document have their own individual place and it will be explained when to use which one, together with the advantages and disadvantages that both of these bring in seeking employment.

The Reverse Chronological CV

This CV might have a grand title, but it is a straight forward document and as the name suggests it captures an individual's employment history starting with the current role and then working back in time. Depending on how long a person has been employed will impact on how far back to go in time, as caution needs to be exercised in not going back too many years and as a rule of thumb, the last 10 to 12 years should be covered. Major achievements going back longer can easily be captured under a specific heading e.g. Earlier Career History, which we will pick up later on in the book.

For those starting out on the career ladder, full time employment history will not exist, so consideration should be given in highlighting any work experience or part time employment gained during the time of studying. Failing that, achievements need to be sought from any out of school/college /university activities. Examples on how this can be achieved are covered under a separate chapter later on in the book.

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Another area to pay particular attention to, is not to overload the CV with just a mass of dates, so again if a number of roles have been undertaken in succession, we will cover that aspect too.

The recommended templates as to the format of this CV, together with real life documents completed, can be found in a later chapter entitled "Examples of CVs"

In the Introduction chapter of the book, a brief comment was made about the so called myths of how long the document should be. Personal experience working within the field of job searching techniques can only really answer this question, but it will always remain that differences of opinion will exist. **The Author's experience recommends that the document needs to be on no more than 3 pages.**

Functional CV

This type of CV is becoming more popular, especially where an individual has carried out numerous roles which are similar over a short period or is looking to change industrial sectors. It also presents the reader with career achievements over a period of time which are not date sensitive as is the case with the Reverse Chronological CV. It will retain other key aspects of an individuals skills and abilities. It is important that it remains a selling document in the true sense of the word.

Due to the layout of this CV, you should aim to capture the information of 2 pages only.

The recommended templates as to the format of this CV, together with real life documents completed can be found in a later chapter entitled "Examples of CVs"

Advantages and Disadvantages of using both versions of this CV

Reverse Chronological CV

Advantages:

- Will show career progression and highlight additional responsibilities over a period of time.
- It is easy to read and organise
- Potential employers often ask for this version, so it's really a must have document.

Disadvantages:

- Breaks in employment history are quickly identified, but are perhaps becoming an accepted fact in today's climate.
- The current or last position held, may not be the most important role you have undertaken, so achievements may appear later on within the document.
- If there have been numerous similar roles within a relative short period of time, the CV will contain a great number of dates and achievements which may make the document rather tedious to read.

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Functional CV

Advantages:

- Can, unlike the Reverse Chronological CV, show earlier career achievements if they are considered more important.
- Reduces the length of the document, by grouping achievements all together making these readily available for the reader to pick up on.
- Breaks in employment for whatever reason are not brought to the readers attention

Disadvantages:

- If a prospective employer is looking for a full CV, this may not be considered the desired document.
- Career paths & positions are not readily recognised
- Gaps in employment are more evident, but as already said are becoming more acceptable

It is recommended that as both CVs play a part in job searching, there is no reason at all why both CVs should not be developed, so as to give an alternative for any situation which arises.

Essentials of both types of CV

A Reverse Chronological CV is a must and is often requested by employees, but remember that the Functional CV is becoming more popular and is accepted widely. Why not have both versions available to use remembering the advantages and disadvantages of both.

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4 Structure of the CV in 5 steps

4.1 The Personal Profile

Whilst all the individual components of the CV are important, the Personal Profile must be considered to rank the highest for 3 main reasons.

1. It firmly takes its place on the front page of the document, directly under the personal details of the individual, i.e. Name, Address, Telephone Numbers (landline and mobile) and e-mail address.
2. It immediately creates that all important 1st impression and sets the scene for the document.
3. It can be compared with a newspaper front page headline, so it has to capture the imagination of the reader and as with a newspaper the desired objective, is to make the reader buy the paper in the first instance and then start to read it and get to the inside to find out more about a story. The exact same applies to the CV.

We need to ensure that the interest of a prospective employer starts right here and that the reader of the CV is keen to turn the pages over to see what the job seeker has to offer and that it is firmly placed on the pile of candidates to call forward for interview.

In reality the Personal Profile is your own headline advertisement and as such starts the process of selling your skills, abilities and achievements.

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There is a word of warning on bringing the profile together, it is not the place to state your objectives of what you want to achieve in your career. It needs to flow smoothly and not be too lengthy in order to make that vital 1st impression. In addition it is suggested that a number of profiles are created, to provide an alternative and where necessary these can be tailored for a given position if need be.

Getting started

How much do you really know about yourself and others?

Do you know the best words and phrases to describe yourself?

Can you pinpoint your emotions and characteristics?

Whatever the answers to the above questions are an exercise to help identify some of these has been brought together and is called the "Compass Questionnaire" with the aim of pointing you in the correct direction.

The purpose of the exercise is to give you a generic feeling of your character and there are no right or wrong answers. The end result as we will see later attempts to put yourself into one of 4 areas of the compass, namely North, South, East or West by way of producing a mini report. There are in some instances, no clear indications that you just point in one direction either, but that does not matter, as you may possess the traits of other areas of the compass.

The exercise which is carried though by self analysis starts on the next page - it is strongly suggested that this is completed instinctively over a period of no more than 10/15 minutes.

YOUR BEHAVIOURAL PROFILE

Which part of the compass will you be?

In each of the following rows of **four** words across, circle **one** word that most often applies to you. Continue through all forty lines, be sure each number is marked. You can only have one 'circle' per line.

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1	Adventurous	Adaptable	Lively	Analytical
2	Persistent	Playful	Persuasive	Quiet
3	Obedient	Unselfish	Sociable	Strong-willed
4	Considerate	Controlled	Competitive	Convincing
5	Refreshing	Respectful	Reserved	Practical
6	Satisfied	Sensitive	Independent	Spirited
7	Planner	Patient	Positive	Promoter
8	Sure	Spontaneous	Scheduled	Shy
9	Orderly	Obliging	Outspoken	Optimistic
10	Friendly	Faithful	Funny	Forceful
11	Daring	Delightful	Diplomatic	Detailed
12	Cheerful	Consistent	Sophisticated	Confident
13	Bubbly	Independent	Dull	Inspiring
14	Open	Decisive	Dry humour	Deep
15	Mediator	Musical	Mover	Mixes Easily
16	Thoughtful	Determined	Talker	Patient
17	Listener	Loyal	Leader	Lively
18	Contented	Chief	Chart maker	Cute
19	Perfectionist	Pleasant	Productive	Popular
20	Bouncy	Bold	Behaved	Balanced
21	Blank	Bashful	Brassy	Bossy
22	Undisciplined	Unsympathetic	Unenthusiastic	Unforgiving
23	Quiet	Angry	Resistant	Repetitious
24	Fussy	Fearful	Forgetful	Frank
25	Impatient	Insecure	Indecisive	Interrupts
26	Unpopular	Uninvolved	Unpredictable	Unaffectionate
27	Headstrong	Haphazard	Hard to please	Hesitant
28	Plain	Accommodating	Proud	Negative
29	Angered easily	Aimless	Argumentative	Isolated
30	Naïve	Negative attitude	Nervy	Cool
31	Worrier	Withdrawn	Workaholic	Wants credit
32	Too sensitive	Tactless	Timid	Talkative
33	Doubtful	Disorganised	Domineering	Unhappy
34	Inconsistent	Introvert	Intolerant	Not Interested
35	Messy	Moody	Mumbles	Manipulative
36	Slow	Stubborn	Show-off	Doubtful
37	Loner	Lord over others	Lazy	Loud
38	Sluggish	Suspicious	Short-tempered	Scatterbrained
39	Revengeful	Restless	Reluctant	Rash
40	Compromising	Critical	Crafty	Changeable

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BEHAVIOURAL SCORING SHEET

Now transfer all your circles to the corresponding words on the Behavioural Scoring Sheet and add up your totals, ensure that the total of all columns added together equal 40! For example, if your circle Lively on the profile, it will now appear under South on this scoring sheet (NB the words are in a different order on the profile and scoring sheets)

	NORTH	**SOUTH**	**EAST**	**WEST**
1	Adventurous	Lively	Adaptable	Analytical
2	Persuasive	Playful	Quiet	Persistent
3	Strong-willed	Sociable	Obedient	Unselfish
4	Competitive	Convincing	Controlled	Considerate
5	Practical	Refreshing	Reserved	Respectful
6	Independent	Spirited	Satisfied	Sensitive
7	Positive	Promoter	Patient	Planner
8	Sure	Spontaneous	Shy	Scheduled
9	Outspoken	Optimistic	Obliging	Orderly
10	Forceful	Funny	Friendly	Faithful
11	Daring	Delightful	Diplomatic	Detailed
12	Confident	Cheerful	Consistent	Sophisticated
13	Independent	Inspiring	Dull	Bubbly
14	Decisive	Open	Dry humour	Deep
15	Mover	Mixes easily	Mediator	Musical
16	Determined	Talker	Patient	Thoughtful
17	Leader	Lively	Listener	Loyal
18	Chief	Cute	Contented	Chart-maker
19	Productive	Popular	Pleasant	Perfectionist
20	Bold	Bouncy	Balanced	Behaved
21	Bossy	Brassy	Blank	Bashful
22	Unsympathetic	Undisciplined	Unenthusiastic	Unforgiving
23	Resistant	Repetitious	Quiet	Angry
24	Frank	Forgetful	Fearful	Fussy
25	Impatient	Interrupts	Indecisive	Insecure
26	Unaffectionate	Unpredictable	Uninvolved	Unpopular
27	Headstrong	Haphazard	Hesitant	Hard to please
28	Proud	Accommodating	Plain	Negative
29	Argumentative	Angered easily	Aimless	Isolated
30	Nervy	Naïve	Cool	Negative attitude
31	Workaholic	Wants credit	Worrier	Withdrawn
32	Tactless	Talkative	Timid	Too sensitive
33	Domineering	Disorganised	Doubtful	Unhappy
34	Intolerant	Inconsistent	Not Interested	Introvert
35	Manipulative	Messy	Mumbles	Moody
36	Stubborn	Show-off	Slow	Doubtful
37	Lord over others	Loud	Lazy	Loner
38	Short-tempered	Scatterbrained	Sluggish	Suspicious
39	Rash	Restless	Reluctant	Revengeful
40	Crafty	Changeable	Compromising	Critical
TOTAL	……	……	…….	…….

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Analysing the results

Once the totals for each column are known it is usually the case that one in particular will be greater than the other 3. Already mentioned within this chapter it could well be that this is not the case as they could all be similar (scoring e.g. 9 to 11 for each one) or other combinations can exist.

A generic report is then available which covers the 4 different points of the compass and will show you key words or phrases which describe yourself and then continue to provide additional information regarding your emotions and characteristics and the value you can bring in a team environment. This will provide useful information in addition to constructing your profile.

When reviewing the answers to which direction(s) you point it will begin to make you think about key words and phrases which you feel you would like to include in your profile.

It is also important to see and recognise the negative side of your character which could be part and parcel of a personal development plan for the future. The objective of working on these is to turn them around to lessen the negative impact they may be having on yourself and indeed others.

On the following pages you will see the reports for North, South, East and West and then we will have a look at some Personal Profiles which were created by the author for clients.

In addition, there is also a list of personal characteristic words which are extremely useful and can be used within the profile.

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NORTH

BOSSY, LEADER, SHORT TEMPERED, FOCUSED ON TASKS

Key descriptive words & phrases

Direct	Problem-solver
Daring	Quick/sharp
Forceful	Likes a Challenge
Creates new ideas	Persistent
Blunt	Inquisitive
Decisive	Demanding
Competitive	Impatient
Strong willed	Takes charge
Bold	Adventurous
Results Focused	Responsible
Over bearing	Risk taker
Aggressive	Likes to feel important
Strong Character	High flyer
Target Minded	Ambitious

Emotions of Pointing North

The emotion of pointing **North** is lack of patience, which can out of frustration easily turn to anger. A person who has a high level of pointing **North** will be quick to anger and have a "short fuse". A person who has a low level of pointing **North** will be slow to anger and have a "long fuse"

Outstanding Characteristics of pointing North

Need to Direct

North has an inherent desire to direct. **North** will usually give their opinions in clear specific language. If the group or discussion is moving too slowly expect the **North** to step up the pace and push the group along. Given the authority and responsibility strong **Norths** can take you to new heights that were previously considered impossible.

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Challenge

If a job loses challenge expect the **North** to become somewhat bored, **Norths** must have a continual challenge – a mountain to climb! If there is no challenge the **North** will create one.

Desire to Win

Living is winning. The **North** is driven to win. "Winning isn't everything, it's the ONLY thing", is typical of the **North's** approach to each situation. The **North's** desire to win is related to being on top of the heap proving it can be done.

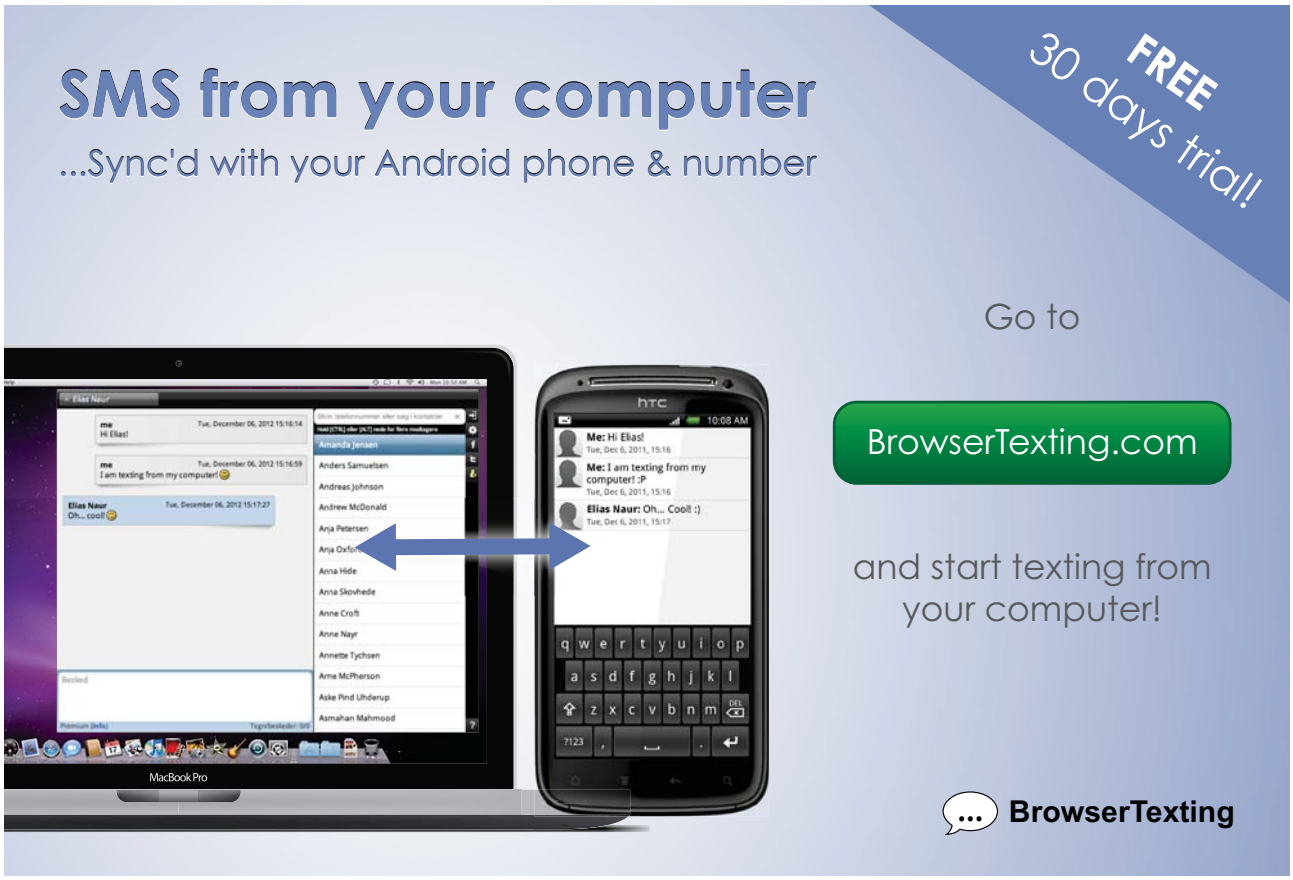
Direct Communication

In dealing with people **Norths** will be direct and to the point. They will say exactly what they think and not 'flower' things up. **Norths** may unintentionally come across as being too blunt to the other points of the compass. **Norths** will take issue if they disagree, even heatedly, but will seldom hold a grudge. After they have spoken their mind they tend to forget about it – no harm done. The **North** is task-orientated, looking for results.

High risk

The thrill of victory; the agony of defeat. The **North** can be a high risk taker perhaps not considering the consequences. Not intentionally trying to hurt others the **North** does not consider failure as an option.

The **North** has the ability to juggle many balls at any one time but may lose interest in a project if the challenge ceases to exist.



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Interested in the new, the unusual and the adventurous, **Norths** will usually have a wide range of interests and be willing to try their hand at anything.

VALUE OF NORTH TO THE TEAM

Bottom Line Organiser

Norths are results oriented. If given authority, they will cut through all the needless steps and get the job done. Many of the paper pushing activities done in the organisation add nothing to the value of the product turned out. Give the **North** the job, set broad boundaries and watch it happen.

Self Starter

Given the task, the responsibility and the authority the **North** will work long hours to show you they can make it happen. No need to push them to get them going.

Forward Looking

Norths focus on the possibilities of what can happen. Obstacles represent a challenge to be overcome, not a reason to stop. Expect them to go for **gold**.

Places High value on Time

Norths are driven for efficiency; quicker, faster, better. How much can be accomplished in the least amount of time. They will speed up others and the process, but expect other styles to resist the change and fast pace of the **North.**

Challenge - orientated

A challenge is not an option for a **North.** They must have a challenge. If there is a challenge, a **North** will take it on. Regardless of how impossible they will focus all their energies on making it happen. If the **North** does not have a challenge they will create one.

Competitive

Winning is everything. A competitive situation increases the positive energy of the **North.** Departmental competition and sales competition will motivate the **North** to perform even better.

Invites Activity

Not one to sit around and discuss options, the **North** wants to (and will) initiate activity to get the desired results.

Challenge the Status Quo

Unconcerned with the "way we've always done it", the **North** will reinvent the old way focusing on one goal – results. **North's** will "rock the boat" in their quest for results and will find more efficient ways to get the job done.

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Innovative

A fast mover, the **North** focus on efficiency which causes them to constantly be looking for shortcuts to get the desired results.

Tenacious

Driven to results challenges and winning, the **North** is forceful and direct. Anything other than winning is obviously losing, so the **North** will be tenacious in overcoming obstacles to reach a goal.

SOUTH

CREATIVE, ENERGETIC, CHEERFUL, OUT-GOING

Key descriptive words & phrases

Enthusiastic	Inspiring
Trusting	Acts on impulse
Charming	Sociable
Popular	Talkative
Caring	Emotional
Changes mind & opinions of others	Generous
Confident	Likes to be liked
Accepts new ideas	Optimistic
Persuasive	Believes in themselves
Friendly	Good Mixer
Convincing	Loud

EMOTION OF THE SOUTH

The emotion of the **South** is optimism. The higher the level of the **South** the more optimistic the person will be. Conversely, a person with a low level of **South** will tend to be pessimistic and more sceptical.

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OUTSTANDING CHARACTERISTICS OF THE SOUTH

Need to Interact

The **South** has an inherent need to interact, loving opportunities to verbalise. The **South** has a tendency to talk smoothly, readily and at length using friendly contact and verbal persuasion as a way of promoting a team effort. They will consistently try to inspire you to their point of view and simply love an audience to play to.

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Need to be liked

Fundamentally, the **South** wants to be liked and usually likes others. Social rejection is the fear of the **South**. "Praise in public and rebuke in private" is true for all people, but especially for the **South**. Incredibly optimistic, **Souths** will build on the good in others and see the positive side of a negative situation.

Involvement

Expect the **South** to be involved in just about everything. At their best **Souths** promote trust and confidence and feel they can persuade people to the kind of behaviour they desire. Usually they perform well in a situation where poise and smoothness are critical factors.

Emotional

Emotion is very difficult for **South** to contain. They do wear their "heart on their sleeve" and their face is very expressive of the emotions they are experiencing. This positive enthusiasm is very contagious, causing others to jump on whatever bandwagon the **South** is on.

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VALUE OF THE SOUTH TO THE TEAM

Optimism and Enthusiasm

The **South** is a people person, possessing a great ability to motivate and get the team excited. When the going gets tough, the optimism and enthusiasm of the **South** will keep the team happy and together.

Creative Problem Solving

Souths possess a very creative mind and will, if allowed, be ingenious in their ability to come with new, creative ideas and solutions to the problems.

Motivates Others Towards Goals

Leadership is the ability to move people toward a common goal. The **South** motivates people through positive interaction and persuasion. The **South's** ability causes others to want to work together as a team.

Positive Sense of Humour

The **South** adds fun to the team and to the task. Studies have proven that productivity is increased as the team begins to have fun. The **South** adds that natural fun, humour element to the team.

Team Player

Needing much people interaction, the **South** is a very good team player. Working together means having fun whilst getting the job done.

Negotiates Conflict

A natural mediator (not liking conflict) the **South** can verbally persuade both sides to come to an agreement. Part of this is due to their ability to focus on the bright side of the issues.

Verbalises Articulately

If there is a presentation to be made, an argument to be won, someone who needs to be persuaded into something that is good for all, send in the **South**. In these situations they will paint an optimistic picture of the possibilities and have a greater chance of achieving the desired results, not to mention the fact that they will enjoy the opportunity of being energised by the chance to verbalise. However, ensure they have the necessary data.

The **South** is a tremendous asset. Their warm, friendly, fun demeanour adds an optimistic hope to the team. When hard times hit, as they always do, the **South** can bring light to the dark night.

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EAST

CONSISTENT, LOYAL, UNEXCITABLE, QUIET

Key descriptive words & phrases

Gentle	Organised
Possessive	Calm
Amicable	Thinks carefully
Steady	Good listener
Predictable	Sincere
Laid back	Reserved
Understanding	Team player
Mild	Patient
Shy	Content
Pleasant	Stable

Brain power
By 2020, wind could provide one-tenth of our planet's electricity needs. Already today, SKF's innovative know-how is crucial to running a large proportion of the world's wind turbines.
Up to 25 % of the generating costs relate to maintenance. These can be reduced dramatically thanks to our systems for on-line condition monitoring and automatic lubrication. We help make it more economical to create cleaner, cheaper energy out of thin air.
By sharing our experience, expertise, and creativity, industries can boost performance beyond expectations.
Therefore we need the best employees who can meet this challenge!
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EMOTIONS OF THE EAST

The emotion of the **East** is "nonemotional". Read carefully to avoid misunderstanding. **Easts** are very emotional, however they have an inherent ability to "mask" their emotions. High **Easts** do not express their emotions. High **Easts** will open up and share their concerns with people they trust.

OUTSTANDING CHARACTERISTICS OF THE EAST

Need to support, help and serve

The **East** has an inherent need to serve. Always the one to help out, the **East** lends a hand to get the job done. Other styles may serve for differing reasons, but the **East** has a natural tendency to serve. In other words, serving and helping energises the **East.**

Loyalty

Easts do not switch jobs very often, preferring to remain in one company as long as possible. Also, the **East** will tend to stay in a relationship a long time, be it business or personal for reasons of security and also harmony. With the goal of harmony, **Easts** become very adaptable to the situation, modifying their behaviour in order to achieve a sense of stability and harmony.

Patient, Relaxed.

Showing a cool, relaxed face, **Easts** are not easily triggered or explosive by nature. Although they are very active emotionally, they do not show their emotions. Having a introverted personality, they will hide their problems and not wear their "heart on their sleeve". **Easts** have been known to lead their teams to great heights, even while going through incredible personal struggles.

Long term relationships.

Easts will develop strong attachments to their work group, family, club or association. They operate very well as members of a team and co-ordinate their efforts with others easily. They will strive to maintain the status quo since they do not want unexpected, sudden change.

Closure

Closure is essential for the **East.** In other words, they must be allowed to finish what they start. To start several jobs and leave them undone is stressful to the **East.** In a task-oriented situation, they should be given a few tasks and allowed to complete them before moving on. Having to "juggle" many balls at once is also stressful to the **East.** The tendency observed is for **Easts** to read one book before they start another. **Easts** have been observed to dislike watching a movie or television if they have missed the start of the programme.

Easts once in an established "groove" or pattern can follow it with unending patience. They have the ability to do routine work, at all skill levels and develop good work habits.

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Amiable, easy going and relaxed the **Easts** will build strong relationships with a few close people. Sensibility, low risk, steadiness and serenity mark the **East** style.

VALUE OF THE EAST TO THE TEAM

Dependable team worker

Always willing to help out, the **East** will be a great team player. Usually stays in a situation a long time. The **Easts** loyalty has a stabilising effect on the team.

Work hard for a leader and a cause.

If the **East** believes in the leader and the cause they will work extremely hard to make it happen (other styles will also work hard, but for different reasons). **Easts** will be quick to assist others in areas they are familiar with. When the **East** accepts the task expect them to be around for a while and to logically move toward completion.

Great listener

Listening skills are natural behaviour for **Easts.** Even when interrupted they will stop and look you in the eye and listen. Great listening ability makes them natural at helping people work through problems.

Patient and empathetic

Combined with great listening skills **Easts** are very patient.. Really trying to understand the situation the other person is in, they sometimes can become too adapting. Usually they will give the other person the benefit of the doubt and may stay in a situation or relationship too long, hoping against hope that it will get better.

Good at reconciling factions, calming and stabilising

Driven by a desire for harmony and peace, **Easts** can be a great asset in stabilising a conflict situation. Again, their patience, listening ability and logical approach can bring the team back into harmony and focus.

Logical and step-wiser thinker

Involved in the planning process, **Easts** are a great asset. Often goals are set and plans to get there are never thought out. **Easts** can bring lofty ideas back to the realm of the real world and point out gaps and flaws in the plan.

Will finish tasks started

Closure is of utmost importance to **Easts**. They can, but do not enjoy juggling a lot of balls. A task that is started must be finished. The **East** will finish the first task and then move on to the next. Also having the ability to organise effectively, the **East** will develop a system to get the job done.

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Loyal, long term relationships

Easts on the team will form loyal, long term relationships with whom they associate. When the going gets tough, the **East** may be able to hold the team together because of the close relationships they have nurtured and developed.

Easts bring some incredible strengths to the team. Their loyalty and ability to form close relationships has a cementing effect on the people around them, pulling everyone together for a common goal.

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WEST

FOLLOWS RULES, ANALYTICAL, SINGLED MINDED, FOCUSED ON DETAIL

Key descriptive words & phrases

Perfectionist	Diplomatic
Courteous	High Standards
Mature	Patient
Accurate	Organised
Hard working	Checks work carefully
Dedicated	Methodical
Fact finding	Does not step out of line
Holds back at times	Sensitive
Very good at detail	Thorough

EMOTIONS OF THE WEST

The emotion of the **West** is fear; fear of non-compliance to rules and procedures set by others. The higher the factor the more the individual will be low risk and will follow procedures going by the book.

OUTSTANDING CHARACTERISTICS OF THE WEST

Need for Procedures

Wests strive for a stable and orderly life and tend to follow procedures in both their personal and business lives. Dependent upon procedures they will usually stick to methods that have brought success in the past.

By the book

"Going by the book" is the first rule of conduct for **Wests.** They are very aware of and sensitive to the dangers of mistakes and errors, preferring a professional disciplined approach to problem solving. They are often the "quality" people who will write proven procedures to insure the proper outcome.

Perfectionist

Preferring to compete with themselves, the **West** is constantly striving toward better ways of doing things. There is a right way to do things and a wrong way. **Wests** have the desire to be right, which usually means that they will come down on the safe side of a problem where there is less risk. They would rather be cautious than brash, conventional than bold.

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Precise and attentive to detail

Wests are data gatherers and will gather all possible facts (maybe too many) related to a specific problem. They are systematic thinkers, precise and attentive to detail. When called upon by other styles, the **West** will tend to ask questions to clarify the data, and go to the heart of the issue. The **West** is very careful in thought and deed.

Proof and evidence

Statements made with little or no proof will not fly with the **West.** "Prove it" is the calling card for the **West.** "In God we trust, all others use data" depicts the **West** very well. This drive for proof and facts can save a company a great deal of money that would have been wasted on inconclusive speculation. **Wests** tend to be loyal and dedicated, doing whatever is expected of them to the best of their ability. They are more tacticians than strategists.

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VALUE OF THE WEST TO THE TEAM

Objective Thinker

When talking with **Wests** the real world is the arena. They deal in the area of objective fact and will make you prove your cause. The **West** brings a reality to plans, analysing and testing the data for accuracy.

Conscientious

Wests take their work personally, almost as an extension of their being. The finished task is a reflection of their attention to small details. They are usually very loyal and will go the extra mile to get the job done.

Maintains High Standards

In a book called "The Wisdom of the Teams" one characteristic was found on all high performance work teams, they were committed to the highest standards. The **West** will even assist in writing the standards. With a quality focus, the **West** assists the team in consistency of standards and operation, adding order to the scenario

Defines, clarifies, gets information, criticises and tests

A great objective thinker, the **West** will blow holes in plans that are not thought out. Their sceptical nature looks at all possibilities before they execute the plan. Utilised in this way, the **West** can be a great asset to any team. Oh, and don't argue with a **West** unless you are sure you have your "ducks in a row". Collectors of data, the **West** is a walking computer, always analysing, testing and clarifying.

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Task-oriented

The world is not all touchy-feely. We need people on the team that place urgency on doing the tasks that are needed. For years, the **Wests** have made significant contributions to such events as going to the moon. The South would still be planning the party for the arrival.

Asks the right questions

One of the most significant contributions the **Wests** make to any organisation is asking the tough questions. This talent often leads to the distraction of a shallow plan.

Diplomatic

If given the opportunity, **Wests** will be very diplomatic in sharing the data to support their conclusions. They prefer discussions void of emotional appeal.

Pays attention to small details

Many projects would be a total disaster if it weren't for the **Wests** attention to detail. Every organisation needs a **West** on their team for those projects where the little things make a big difference.

In summary, the **West** sets the standards for the team and maintains them. In a world of fast pace and change, the **West** keeps us closer to reality with their objective thinking processes. **West** with their questioning, analysing and clarifying style do not allow us to get away with "sloppy thinking". Sometimes misunderstood, they can take ideas that are too "lofty" and bring them back to a state of realism.

A LIST OF PERSONAL CHARACTERISTICS FOR CREATING YOUR PROFILE

Accountable	Energetic	Powerful
Adaptable	Enthusiastic	Professional
Analytical	Experienced	Reliable
Articulate	Flexible	Results-orientated
Autonomous	Influential	Risk taking
Catalytic	Insightful	Service orientated
Challenging	Intelligent	Skilled
Committed	Intuitive	Straight forward
Conceptual	Leading edge	Supportive
Creative	Logical	Talented
Clear thinker	Open	Team player
Dedicated	Organised	Thorough
Dynamic	Perceptive	Results orientated
Effective	Persuasive	Risk-taking
Eloquent	Productive	Versatile

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Constructing the Personal Profile

Having now carried through the Compass Questionnaire and being armed with a range of personal characteristic words it's now time to tackle the initial stages of how you will create your own Personal Profile(s).

Remembering that this is a key statement about yourself, it must begin to start the selling process of what you have to offer to a potential employer.

Below are a number of personal profile statements which have were previously created by the author for clients so as to give you an idea when developing your own. They include a range of industries, with an examples of clients who had recently graduated from University and one who is about to attend 6th form college (age 16) to study for Advanced Qualifications as entry into studying for a degree in 2 years time.

You will notice from these examples, that they includes a number of skills and abilities which we will cover in depth in the next chapter, so although part one of the profile can be drafted you may wish to read the next session "Realisation of your Skills" first before putting pen to paper!

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Examples

A 16 year old student embarking on higher education at A level

A very determined and enthusiastic student who has a vast amount of capacity to learn which has already been proven during the present course of studies for GCSEs through obtaining high grades for a number of modules. Enjoys contributing in all team activities and clearly displays the ability to communicate with others and shows strength when planning, organising and problem solving.

A student who has obtained a degree in a specialised subject

A motivated and detailed conscious Graduate who holds a Masters Degree in Chemical Engineering with Computer Science. Displays considerable strength across a wide range of personal skills in particular research, analysis, thinking, together with problem solving. Enjoys working within a team environment together with the challenge of carrying through individual tasks which has been experienced throughout the course of studying and complimented by securing employment during University life.

Another student with a degree in fine art

An extremely imaginative and creative person who has successfully achieved a degree in Fine Art for Design. Takes every opportunity to use initiative to drive forward career prospects and has an excellent appreciation of customer service, having worked part time throughout his course of studies. Fully utilises strong Interpersonal and Thinking skills to gain the trust of others, which brings added value to the building and maintaining of relationships.

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A Senior Human Resources Manager who is described in 3 different ways. The first is a generic profile, the second is leaning to man management activities and the final one is tailored to project management.

A very enthusiastic and motivated HR professional, operating at a senior level for Europe's largest home improvement retailer. Has gained a reputation for delivering a quality service through pure drive and determination, which has significantly contributed to a range of high level strategic initiatives. Displays exceptional customer focus, thinking and leadership skills and possesses strength in the building and maintaining of both internal and external relationships.

A highly motivated and results driven HR Manager who has gained a deep understanding of this specialised field of operations within Europe's leading retail business of home improvements. Has valuable experience of leading and managing teams in the delivery of the full range of HR activities, which has been recognised to significantly contribute and support the constant needs of the business. Thinks in a strategic manner and possesses strong interpersonal, communication and problem solving skills, which are fully recognised to bring added value in the building and maintaining of both internal and key external relationships.

An extremely focused and energetic HR professional who has gained a valuable wealth of knowledge in a range of personnel disciplines. Operating at a senior level for a leading home improvement retailer in Europe has the flair and talent in managing projects throughout the life cycle, achieving a quality delivery where stringent deadlines and budget constraints are present. Has significant strength in building and maintaining both internal and external relationships and is fully recognised to be a true business partner. Creativity and an innovative approach to problem solving is a key skill together with the ability to think in a strategic manner and communicate a compelling vision.

A highly qualified individual with a specialised degree & deep experience of her sector, who is described in slightly different ways.

A very dedicated and enthusiastic professional who has recently gained a PhD in Decentralization and Emergency Education. Has in addition gained a wealth of knowledge and experience as the Director of Planning, working within the Ministry of Education Palestine and at Al Quds Open University. Is recognised to have excellent planning, organising and analytical skills and the innovation to solve problems through a logical approach. Possesses the ability to build key relationships both internally and externally which has brought success in all activities of the project management cycle.

A highly motivated and analytical professional who has previously held the senior post as the Director of Planning for the Ministry of Education in Palestine and in addition at a leading University. Has recently gained a PhD in Decentralized and Emergency Education at the University of Huddersfield, with initial studies taking place at the University of Plymouth. Is able to build and maintain relationships at all levels through displaying strong interpersonal, planning, organisational and problem solving skills which has brought added value in projects undertaken.

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A very confident and competent professional, who has been awarded a PhD in Decentralized and Emergency Education. Through previously holding a senior post as the Director of Planning for the Ministry of Education Palestine has gained invaluable experience which has been complemented by an on-going role as a lecturer teaching mathematics to BA students. Has strong interpersonal skills with the exceptional ability to plan, organise and solve problems through an analytical and logical approach. Easily builds and maintains relationships which have been proven with consultants and has brought success in all project management initiatives.

An Operations Director specialising in the logistics of transporting bulk liquid products, again with options of profiles to choose from.

A highly enthusiastic and motivated Operations Director of an International Company which is ranked amongst the best in the world for the global transport of liquid bulk products. Displays a passion for delivering a quality customer service in a dynamic environment through a logical, creative and imaginative approach to problem solving. Communication, Planning and Organising are recognised to be key strengths which have contributed to the building and maintaining of high profile client relationships at a senior level.

A very creative and dedicated Operations Director who has gained a wealth of knowledge at a senior level working for one of the worlds leading International companies in the global transport of liquid bulk products. Possesses the significant ability to build and maintain a high profile customer base through the passion and determination to deliver a seamless service in a very competitive market. Strong Interpersonal, Planning and Organisational skills have been maximised in the leading and managing of others in a challenging and rewarding career.

An energetic and passionate Operations Director who has an in-depth knowledge of the global transport of liquid bulk products having gained a significant amount of experience working at a senior level for one of the worlds leading International companies. Generates creativity and imagination to solve complex problems, through the ability to communicate at all levels and by giving others clear direction and leadership. Displays strong Interpersonal skills in the building and maintaining of high profile customer relationships and recognised as a confident business partner.

Essentials of the Personal Profile Statement

As you will see from these examples there is a common theme which runs throughout them all, in that they all immediately start with very positive descriptive words. They go on to describe their current role or present situation and then finally they state a number of their key skills.

It must be remembered though that statements are not written in stone neither is the CV, so at the end of the day it is you who has to be satisfied that this captures the information you are wanting to get across. Remember that this is to catch the eye of the reader and very importantly starts the selling process of what you have to offer.

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The next chapter will be covering how to identify your skills that will give you the remaining tools required to fully complete you profile.

4.2 Realisation of your skills

Have you ever asked yourself what skills do I have, or alternatively has anyone ever asked you the question?

The likelihood answer is probably no to both, but you may have experienced being asked at an interview which is a classic question, or on the completion of an employer's application form and in both cases you might not have been prepared fully with a positive and timely response.

This chapter concentrates on never being put in that situation ever again!

Skills and Abilities are part and parcel of the continuing process of selling yourself and to remind you that they are the Features of the selling proposition.

No matter who we are we have a range of skills, some of which we are good at and others where improvement could be made. There is also the possibility that we may not recognise that we actually have them.

Skills and Abilities must therefore be included in your CV to clearly show what you have to offer to an employer.

Trying to just put a list together in an attempt to identify them or second guessing what they may be is simply not the way forward.

"I studied English for 16 years but... ...I finally learned to speak it in just six lessons"
Jane, Chinese architect
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In order to bring these to the forefront a self analysis exercise has been developed to identify a full range of soft skills showing what level each one currently stands at and equally as important, those skills which need attention for ongoing improvement. These can then be taken forward in a Personal Development Plan.

As this is a self analysis we have to be honest with ourselves when completing this. No one is 100% perfect, and there should always be room for improving our skills whoever we are.

On the next page you will see the exercise which is self explanatory and in addition to identifying your skills you will also see that the exercise covers the enjoyment factor you have in using these skills which can be a real benefit in the job searching process.

We may have certain skills which we are good at but don't really relish putting these into our everyday life at work. A good example may be someone who has strength in carrying through research and analysis, but who would never go down the path of say being an Auditor as their enjoyment factor in carrying through this type of role has no interest to them at all.

REALISATION OF YOUR SKILLS

This questionnaire will identify your skills and in addition identify the enjoyment factor you have in displaying them. Be completely honest with your responses, which will identify your strengths together with highlighting any areas for future personal development.

Please rate your answers between the range 5 to 1, where 5 reflects an extreme strength & 1 reflects a current weakness. If you have difficulty in carrying through a rating for a particular section think about how others may describe you either at work or other areas of your life.

SKILL AREA	**SKILLS**	**ENJOYMENT**
	RATE	**RATE**
Interpersonal & Interaction		
Gaining trust and respect of others through the building of relationships		
Relating to diverse & awkward people		
Being sensitive to people's needs and feelings/empathy		
Building & bonding teams together		
Contributing meaningfully & effectively to teams		
Mediating & resolving conflicts		
Building a network of personal contacts		

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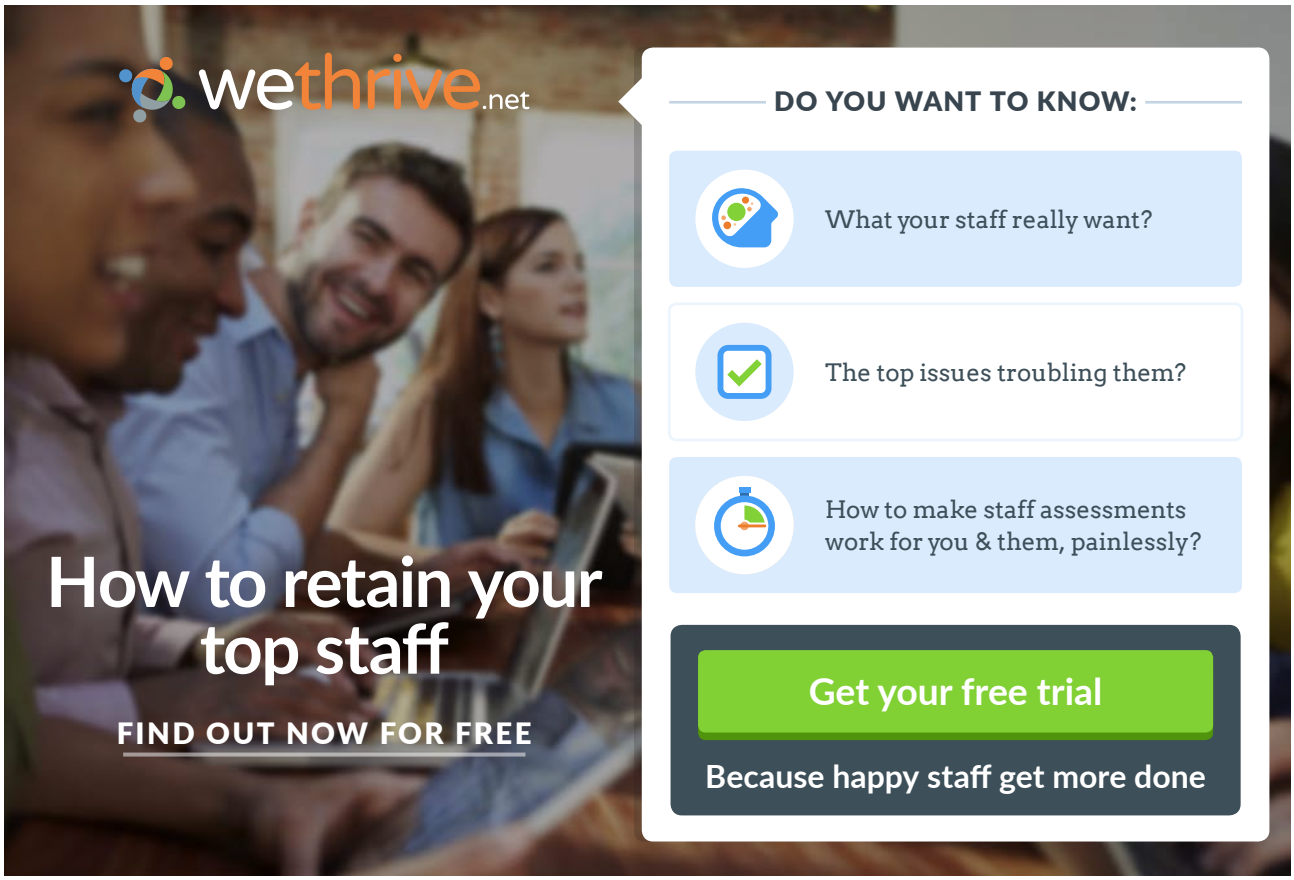
Communication		
Listening effectively		
Writing concisely and persuasively		
Speaking persuasively		
Translating difficult & complex ideas into everyday straight forward language		
Giving constructive, timely & meaningful feedback		
Making impact through effective presentations		
Having a compelling & innovative sales approach		

Leading & Managing		
Developing and communicating a convincing vision		
Inspiring/motivating others through role modelling		
Gaining trust of others		
Giving clear & concise direction		
Thinking strategically		
Co-ordinating/organising others		
Managing projects		
Planning		
Communicating persuasively		
Gaining co-operation of people you have no direct control of		


wethrive.net
How to retain your top staff
FIND OUT NOW FOR FREE
DO YOU WANT TO KNOW:
What your staff really want?
The top issues troubling them?
How to make staff assessments work for you & them, painlessly?
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Developing & Coaching		
Counselling, advising & maintaining confidences		
Coaching, training, and teaching new skills and competencies		
Motivating others to achieve their goals		
Giving helpful, constructive feedback & providing personal development plans		
Providing mentoring support		

Planning & Organising		
Prioritising tasks and assignments		
Delegating effectively to make best use of others skills		
Integrating efforts of others		
Thinking ahead and contingency planning		

Time Management		
Prioritising to best meet customers /organisation needs		
Establishing achievable goals and objectives		
Working effectively under pressure where both demanding & stringent deadlines are required		
Creating a balanced approach to both work and personal life		

Learning & Professional Expertise		
Staying current & up to date with policies & procedures, through on-going personal development		
Developing new skills and knowledge to remain leading-edge		
Recognised by others as an expert in field		

Thinking		
Seeing the "bigger picture" & realising the importance of how each component/area comes together		
Interpreting observations, ideas & relationships		
Thinking strategically		
Integrating and synthesising information from different sources		
Forward thinking – anticipating future needs and requirements		
Establishing achievable objectives		
Creative/imaginative thinking		
Understanding relationships between different events and ideas		

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Problem solving & Decision Making		
Identifying and diagnosing a problem to get at the root cause		
Developing innovative, effective solutions to complex issues & problems		
Initiating projects, interventions, programmes to bring about continual improvement		
Making decisions and follow these through with confidence & conviction		
Taking personal responsibility for decisions		
Dealing with uncertainty & doubt		

Research & Analysis		
Gathering information, carrying through research & formulating ideas & plans to take forward		
Possesses a keen eye for the attention to small details		
Interpreting underlying themes from complex information		

Cost sensitivity		
Preparing budgets from trends & forthcoming expenditure		
Establishing cost control measures & monitor variances		
Managing activities to stay within budget		
Increasing profitability by reducing overhead costs		

Innovation & Business Development		
Identifying and capitalizing on opportunities		
Developing new products & services to meet future & diversifying needs		
Actively seeking new opportunities		
Generating income through existing & the creation of new revenue streams		

Customer & Client Service		
Strong customer & client-service focused		
Clearly visible at making a real difference to customer & client expectations		
Building and maintaining relationships at all levels		
Recognised & being seen as a business partner		
Instigates & acts upon customer & client feedback		

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Management of Change		
Readily accept change		
Adapts to change if benefits seen		
Can convey change to others in a positive manner		
Challenges change when necessary		
Puts forward recommendations for making change		
Instigates change and monitors impact & effectiveness		

Information Technology (1)		
Possesses working knowledge of the internet, e-mail, searching etc		
Uses a range of Microsoft Packages e.g. word, excel, PowerPoint etc		

Information Technology (2)		
Has advance IT skills (*make separate note below)		
Experienced at operating any specialised software products		
Can fix hardware problems		

Advance IT Skills

Technical Skills – Make a list of these here

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Once the self analysis has been completed the scores for each skill area need to be transferred onto a Skills Matrix sheet as shown below.

Skill Area	Maximum Score	Actual Score	Actual score as a percentage	Enjoyment Factor	Maximum Score	Actual Score	Actual score as a percentage
Interpersonal & Interaction	35				35		
Communication	35				35		
Leading & Managing	50				50		
Developing & Coaching	25				25		
Planning & Organising	20				20		
Time Management	20				20		
Learning & Professional Expertise	15				15		
Thinking	40				40		
Problem-solving & Decision-Making	30				30		
Researching & Analysing	15				15		
Cost sensitivity	20				20		
Innovation & Business Development	20				20		
Customer & Client service	25				25		
Management of Change	30				30		
Information Technology (1)	10				10		
Information Technology (2)	15				15		

The next step having transferred the scores over is to calculate the percentage score against the maximum possible, e.g. for Interpersonal the score is 30, so the calculation is 86% rounded up to the nearest whole number. The enjoyment score is 25, so the calculation is 71%, again rounded down this time to the nearest whole number.

Once all the calculations have been completed we will initially concentrate on the percentage score for each skill area to determine which ones are considered high ranking skills, medium ranking skills and finally lower ranking skills where improvement could take place through personal development.

- High ranking skills are considered if the percentage score is between the range of 75% to 100%
- Medium ranking skills are considered if the percentage score is between the range of 51% to 74%
- Lower ranking skills are considered if the percentage score is between 0% to 50%.

Having completed this stage of the exercise it will become crystal clear the range of skills you possess, with the newly gained knowledge of which ones are your strengths which need to be included in your CV.

The task now ahead is to make statements about all your high and medium ranking skills under a section of your CV headed up **Key Skills and Abilities.**

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Below are examples of how to convert and incorporate the information from the Realisation of your Skills questionnaire. This will provide the reader of your CV with some powerful statements as opposed to simply making a list of your skills. Different words and phrases can be used as required.

These are shown in the order of each skill area within the questionnaire, but remember in reality this will not be the case in a real live analysis. You may not wish all to include those that are identified as a low ranking skill! Also the ranking order will on many occasions be in a different order.

Key Skills and Abilities

- Displays strong interpersonal skills, through the ability to gain the trust and respect of others, being sensitive to people's needs and feelings, and enjoying the building and bonding of teams.
- Listens very effectively, and is able to write in a concise manner, and speaks in a persuasive style.
- Inspires and motivates others when leading and managing, giving at all times clear and concise direction with the added ability to think in a strategic manner.
- Develops and coaches others through the training of new skills and competencies, which motivates them to achieve their goals and aspirations.
- When planning and organising is able to prioritise tasks and assignments, introduce contingencies and delegates extremely effectively to make the best use of others skills.
- Works effectively under pressure and where both demanding and stringent deadlines are present and prioritises to ensure that the needs of both the client and business are fulfilled.

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- Professional expertise and learning, is displayed through personal development to maintain up-to-date knowledge on policies and procedures.
- Thinks in a strategic manner and sees the bigger picture at all times, which contributes to the establishing of achievable objectives.
- Develops an innovative and effective solution to complex problems, and is able to diagnose an issue by getting to the root cause.
- When carrying through detailed research and analysis possesses a keen eye for the attention to small details and is able to interpret underlying themes from complex information.
- Is fully cost sensitivity, and is able to set budgets and carefully monitor expenditure.
- Actively seeks business development opportunities and can bring about new services and products to meet the future needs of the business.
- Is clearly visible at making a real difference to all areas of client service and expectations and is fully recognised as being able to build and maintain both internal and external relationships at all levels.
- Readily accepts change, and adapts quickly by recognising the benefits and promotes change to others in a positive manner.
- Possesses a working knowledge of a variety of standard Microsoft packages with additional experience at operating specialised software used by the business.

The final area to consider is if you have recorded any technical skills If this is the case, a section simply headed Technical Skills can be introduced.

A good example of these types of skills could be an individual who works within the IT industry and has acquired expertise within his area.

Technical Skills and Abilities

- Full working knowledge and experience of networking computers together.
- Experienced at installing wireless technology.
- Ability to increase hard drive memory.
- Installing software packages and resolving complex issues arising from these.

Essentials of the realisation of skills

Having read and completed the exercises within this section you now know for certain what your key skills are and if you possess any technical ones too. In addition you also know how to include them in your CV in a professional way which will create impact and interest of an employer.

As we have already mentioned in the introductory section of the book it is vitally important that you have at least 1 example of each key skill and ability statement you have made.

Finally look carefully at the skills you have identified where improvement can be made and establish ways of how to address them. It could be that training is required, either on the job or by attending a course or maybe additional reading is required to increase your understanding. Whatever action is taken try then to create the opportunities of putting them to the test.

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4.3 Achievements

Generally speaking the majority of us don't always recognise personal achievements easily for a number of reasons. They include the embarrassment factor of telling others, they usually take place in our daily work and none work routine without us realising so we then accept as a given factor, placing very little or no importance on them.

So, from this point on we need to change the way we perceive them and be able to clearly identify them from our responsibilities and be able to capture them on paper in a meaningful and accurate way.

Achievements take different forms as they may be attributed to something we have personally brought about or they may have been accomplished as a member of a team initiative. Where possible, we should try to quantify them, but it is recognised that not all achievements can be measured, as we will see in this section of the book.

A variety of strong action words are an essential tool to have when constructing an achievement statement as each opening word needs to be different to make an immediate impact on the reader and to attract their interest to read on. There is nothing more off putting in reading the same words time and time again and creates a negative feeling to the CV, almost to the point of being boring. That needs to be avoided at all cost!!

Here are a range of positive action words, together with another list of very useful descriptive words which can be included to bring about the construction of achievement statements.

Positive Action Words

Accelerated	Determined	Increased	Presented	Shaped
Accomplished	Developed	Initiated	Presided	Shortened
Accrued	Devised	Inspired	Prevented	Simplified
Accumulated	Directed	Inspected	Processed	Sold
Achieved	Discovered	Installed	Probed	Solved
Acquired	Dismantled	Instigated	Procured	Specified
Administered	Diversified	Instituted	Produced	Spurred
Advised	Diverted	Instructed	Programmed	Stabilised
Altered	Documented	Interpreted	Promoted	Staffed
Analysed	Doubled	Interviewed	Proposed	Standardised
Anticipated	Drafted	Introduced	Proved	Started
Appointed	Edited	Invented	Proven	Stemmed
Appraised	Effected	Investigated	Provided	Stimulated
Approved	Eliminated	Judged	Published	Stopped
Arranged	Employed	Launched	Purchased	Streamlined
Assembled	Enacted	Led	Re-arranged	Strengthened
Attained	Encouraged	Lengthened	Recommended	Structured
Assessed	Ended	Lessened	Recruited	Studied
Audited	Enforced	Liaised	Rectified	Succeeded
Augmented	Engineered	Lightened	Re-designed	Suggested
Averted	Enhanced	Liquidated	Re-directed	Supervised

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Avoided	Enlarged	Lowered	Reduced	Supported
Bought	Ensured	Maintained	Refined	Surpassed
Broadened	Eradicated	Managed	Regulated	Surveyed
Budgeted	Established	Marketed	Reinforced	Taught
Built	Estimated	Maximised	Rejected	Terminated
Calculated	Evaluated	Minimised	Rejuvenated	Tested
Captured	Evaded	Mitigated	Related	Tightened
Centralised	Exceeded	Modernised	Remedied	Traced
Changed	Executed	Modified	Renewed	Traded
Checked	Expanded	Monitored	Re-organised	Trained
Collated	Expedited	Motivated	Repaired	Transferred
Collected	Extended	Mounted	Replaced	Transformed
Combined	Extracted	Negotiated	Represented	Translated
Compiled	Finished	Obtained	Rescued	Travelled
Completed	Forecast	Operated	Researched	Trimmed
Composed	Forestalled	Optimised	Resolved	Tripled
Conceived	Formed	Ordered	Restored	Uncovered
Conducted	Formulated	Originated	Retained	Undertook
Constructed	Founded	Outlined	Re-structured	Unified
Controlled	Generated	Overcome	Re-vamped	United
Converted	Halved	Performed	Reviewed	Urged
Co-ordinated	Headed	Piloted	Revived	Utilised
Corrected	Heightened	Pioneered	Re-vitalised	Verified
Counselled	Highlighted	Planned	Revolutionised	Visited
Created	Hired	Positioned	Saved	Vitalised
Decreased	Identified	Prepared	Scheduled	Widened
Defined	Implemented	Prescribed	Secured	Won
Demonstrated	Improved		Serviced	Wrote
Designed			Selected	
Despatched			Set up	
			Settled	

Using the right words can make the difference, think carefully about the statements – whether it is a skill or an achievement you are talking about.

In addition there are a number of different words you can use which have the same meaning. The attached list will prove invaluable e.g. You may have arranged or planned something – words such as compiled, co-ordinated can mean the same but can be much more powerful descriptive words!

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Alternative descriptive words

ARRANGED PLANNED	BEGAN STARTED	CHANGED ALTERED	IMPLEMENTED
Administered	Built	Altered	Conducted
Arranged	Conceived	Changed	Demonstrated
Assembled	Constructed	Combined	Effected
Centralised	Created	Converted	Enacted
Compiled	Devised	Diversified	Enforced
Composed	Established	Modernised	Executed
Co-ordinated	Founded	Modified	Formed
Deployed	Generated	Re-arranged	Formulated
Designed	Initiated	Re-deployed	Implemented
Developed	Inspired	Re-designed	Negotiated
Dismantled	Installed	Re-directed	Operated
Engineered	Instigated	Re-organised	Performed
Mounted	Instituted	Replaced	Presented
Organised	Introduced	Re-structured	Processed
Planned	Invented	Shaped	Produced
Positioned	Launched	Simplified	Provided
Prepared	Originated	Streamlined	Represented
Programmed	Piloted	Tightened	Serviced
Proposed	Pioneered	Transferred	Undertook
Scheduled	Rejuvenated	Transformed	Utilised
Structured	Renewed	Unified	
	Set up	United	
	Started	Vitalised	

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IMPROVED	INCREASED MADE BIGGER	LESSENED MADE SMALLER	MAINTAINED
Corrected	Accelerated	Decreased	Consolidated
Enhanced	Augmented	Halved	Maintained
Improved	Broadened	Lessened	Regulated
Optimised	Doubled	Lightened	Reinforced
Rectified	Enlarged	Lowered	Retained
Refined	Exceeded	Minimised	Settled
Remedied	Expanded	Mitigated	Stabilised
Repaired	Expedited	Reduced	Standardised
Rescued	Extended	Shortened	Supported
Resolved	Heightened	Trimmed	
Restored	Increased		
Revised	Lengthened		
Revived	Maximised		
Re-vitalised	Strengthened		
Revolutionised	Surpassed		
Saved	Tripled		
Solved	Widened		
Transformed			
Unravelled			

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Armed with all these wonderful and powerful words the task ahead is to now kick start the process of how to recognise your achievements both in the workplace and for those who are embarking on a career. The achievements from your educational background (none academic at this point), together with any part time employment or volunteering positions undertaken should be included.

To make a start ask yourself the following questions:

- Have I created a new idea or process to streamline an existing procedure which has benefitted those who I am working for? This may have saved valuable time or increased productivity.
- Have I amended an existing process or procedure which has brought about the same result?
- Have I undertaken any additional personal development which has been recognised by my peers?
- Have I supported other areas of the business by playing my part?
- Have I organised and co-ordinated events?
- Have I been involved in supporting others by coaching, training or mentoring?
- Have I carried through any presentations either internally or externally?
- Have I received positive feedback or praise from customers/clients?
- Have I developed and maintained relationships both internally and externally?
- Have I been a member of a team which has enjoyed success?
- Have I led a team in a business initiative?
- Have I had the opportunity to formulate a team for a given task?

Having now thought long and hard about the answers to these questions you are now in the position to bring together a list of statements for each role you have undertaken. Start with your current position and then go back in reverse chronological order over a period of no more than say 10/15 years. It will be no surprise that you need to have the title **Achievements** then bullet point these.

Achievements going back earlier can be captured if they are felt important by introducing a heading simply stating **Earlier Career Achievements or Earlier Career History.**

We will now see examples of both of these which have been taken from real live situations as we saw earlier in the book on Personal Profile Statements.

Examples

Example (1)

Here are a number of achievements which have been accumulated by a 16 year old student from the last year in Junior school to now attending 6th form, where studying for 2 years will take place in order to obtain qualifications for entry to a University.

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Achievements in school

- Presented with an award for outstanding achievement in school on prize giving evening by Ed Balls, The Secretary of State for Children, Schools and Families.
- Accepted for a position at 6th Form, having provided a detailed application, Personal Statement online and followed by an interview.
- Chosen by the Head to appear in the local newspaper in celebration of the change of status of the school to an Academy.
- Elected by the form to represent year 11 on the school council, which involved playing a part in the end of school Prom Committee.
- Obtained certificates for 100% attendance in Year 7 and 9 which were rewarded by positive discipline trips.
- Personally selected by the Head Teacher to accompany him on his reward trip (Head Teacher of the North) to RAF Linton on Ouse.
- Successfully auditioned for the Annual Easter and Summer Concerts and played in the string groups of the orchestra and carried through a number of solo pieces.
- Secured the position as the First ever head boy of Churwell Primary School in Year 6, through an application process followed by a panel interview.

In addition to these achievements which took place in school, there are also those achievements which took place outside of that environment. These are shown now as a further example of what can be included within the CV.

Achievements out of School

- Playing the violin, has actively taken part in the Rothwell Music Festival competition over a number of years resulting in either first or second place.
- Has competed in a number of races over the years and came third in the Wakefield Hospice 5k run out of a field of over 300 competitors.
- Involved at an early age with Beavers, Cubs and Scouts gained a level 3 first aid award and attended weekend camps away from home.
- Carried through the setting up of Networking Infrastructures, solving both hardware and software problems.
- Has a significant working knowledge of a wide range of software packages and a sound knowledge of how computers work and the technology behind them.
- Following a family wedding over 300 digital photographs, captions of the day's events and a video CD were produced and distributed to those who attended.

It may initially be surprising to see how many achievements have been attained here by such a young person, but all that has taken place is very careful thought about events which have happened both in and out of school and then creating a number of statements to bring them alive on paper.

You will recall during the introduction of this book that bringing a CV together can start fairly early in life and this is a fine example of that comment!

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Example (2)

Our next example is a student who succeeded in obtaining a degree from University and during the course of studies undertook a couple of positions to provide personal income.

It demonstrates to a potential employer that life experiences have been gained in addition to obtaining an academic qualification. This is becoming extremely important for graduates who are seeking employment in an ever competitive market.

Employment History (During course of study)

A Chemical Company – Lab Assistance

Worked as part of a dedicated team (EPL – European Packaging Lab) developing and testing new ink pigments and resins used in the production of ink.

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Main Achievements

- Discovered a new pigment that was stronger and also cheaper than the current industry standard.
- Following detailed procedures, carefully disposed of solvents and inks in the correct manner.
- In addition to increasing knowledge whilst on the job, attended a presentation on pigments and resins from an Industry's expert.
- Became fully conversant in the areas of Health & Safety, in particular areas of a secure nature within the premises of the business.
- Personally wrote detailed reports following testing activities which were submitted to the immediate Line Manager.
- Following training gained valuable operational experience and knowledge of how to use sophisticated machinery for the use of testing new inks.

A known store – Butcher

Working within a team and alone carried through the role as a Butcher at a Local Supermarket.

Main Achievements

- Obtained a basic food hygiene certificate.
- Gained stock management experience surrounding the crucial areas of meat products.
- Took on board the full cleaning down process, in order to meet the stringent Health & Safety procedures required within a numbers of areas e.g. raw and uncooked foods.
- Fully utilised the machinery available within the butchery dept and was able to produce mince, kebabs, burgers and had a full working knowledge of vacuum packing.
- When the opportunity arose took on board an active role of training new members of the team.
- Worked extremely effectively when left by himself to run the area and enjoyed the rapport of building and maintaining relationships with customers.
- Became flexible with regards to the working day and when required was able to work out of normal core hours.

Example (3)

The next example is a person who secured an apprenticeship with a leading UK retailer of both gas and electrical products together with an after sales service. Promotions to Managerial positions have taken place over a number of years and the achievements shown here reflect their current position,

Included here is also a brief introduction to reflect the career from the beginning, which sets the scene clearly for the reader and begins the selling process!

Career History

X Electrical Company 1997 – present

Following a successful apprenticeship scheme at Norweb, secured employment in 1997 with X Electrical Company as a Service Engineer and 3 years later was promoted to Technical Team Manager. This has since created ongoing opportunities for progression resulting in the holding of a number of Managerial positions.

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Operations Team Manager 2005 – present

Reporting directly to the Service Centre Manager, plans organises and maintains the diaries of a team of Field Engineers across the area of West and South Yorkshire. Also provides full cover and support for colleagues at the same level during periods of holidays and absences.

Main achievements

- Played an extremely active part in the initial trials of the project entitled "Deliberate Customer Journey" which had the key objective of improving the overall customer service experience and personally took the full opportunity to influence ongoing changes, prior to the company role out of the initiative.
- During the launch of this project took on board a key role of carrying through presentations across the area served by the Service Centre. Alongside other colleagues to ensure that all employees understood the aims and objectives of the scheme together with the impact of a new corporate identity.
- Fully supports the recruitment of new members of the team by carrying out interviews with the Human Resources area of the business and when employees are appointed carries through their induction programme with special emphasis on all areas of Health & Safety.
- Has maximised a programme of multi skilling for engineers, by assessing the needs of the team and then ensuring that full training takes place in-house and where necessary nominating them for external courses, e.g. Gas safe (training taking place at Wakefield Skills College).
- Produced a rolling programme of accompanying Field Engineers on the job and providing meaningful feedback on how they can develop their ongoing soft skills in order to improve their customer services skills during their visits.
- Monitors ongoing performance of engineers from a financial stand point carefully analysing repairs that have been classified as first time successes and addressing any weaknesses where it is evident that too many re-visit appointments have been made.
- Manages and controls, the businesses extended write-off procedures in order to minimise any unnecessary expenditure and fully explores manufacturing guarantees.
- Attends the Service Centre weekly meeting alongside other Management team members of the Centre, to re-cap on the teams previous weeks performance, highlighting successes and where necessary addressing any weaknesses which have been identified for corrective action.
- Personally driven forward and set down guidelines for engineers to follow by increasing revenue claim backs as opposed to previously writing off amounts due to insufficient information supplied by them.
- Invited by Senior Management to support an underperforming Service Centre by sharing best practice and following this provided ongoing remote help and advice.
- In addition recruited members of the Service Centre's new Management Team following the appointment of a new Service Centre Manager.
- Developed and coached existing members of the team and has brought about success by promoting an existing Office Administrator to the position of an Operations Team Manager.

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Example (4)

The following example is of an individual who has worked for the same company for an astonishing 43 years!

Again similar to the previous example an introduction was created to paint the long established career of this person Due to a significant number of achievements which were accumulated there are just a selection shown here.

AB & Co 1968 – present

Joined the firm having previously been a pre-apprentice on a building course with the Bradford College of Building. Progressed from the role as an Indentured Joinery Apprentice to Bench Joinery/Maintenance Joiner to a Setting out/charge hand and was promoted to Foreman within this area before securing the current position as Machine Shop Manager.

Machine Shop Manager 1979 – present

Reporting directly to the Managing Director, has had the key responsibility to manage a team of 40, in the production of timber windows, doors, casings and staircases. Clients include Councils, Housing Associations, and Builders together with the Private Sector.

Achievements

- Personally designed with a colleague the pioneering of the process to glaze windows from the inside, which brought about many benefits for customers and due to the success of this initiative the system, was patented.

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- Carried out research which brought about numerous solutions to queries raised on the full range of windows available and on many occasions carried through a mock up of the product which was then fully tested before going into full production e.g. reversible side opening window and stick on glazing bar windows.
- Built and maintained relationships with timber buyers and agents and if additional stocks were required authorised the purchases of material.
- Signed off detailed drawings before going into production, commencing with the analysis of instructions from the drawing department, decision making on the tools required and developing the overall costing for Senior Management.
- On receiving new tools into the factory, ensured that these were working in the correct manner and to their capacity by carrying out detailed trial runs to ensure they were operating correctly before going into production.
- Together with the deputy of the machine shop undertook in-depth training and subsequent monitoring of new Apprentices joining the shop floor to ensure that quality of the output was maintained to the highest standard.
- As Manager of the shop floor, carried through numerous tasks which included an annual 1:1 with each member of the workforce to identify training needs and provided feedback on performance.
- Built and maintained internal relationships not only with the direct report but also included the technical drawing office and their Director, together with the Cramping Manager.
- Selected on behalf of the business to spend a week in Norway, with the objective of finding out how to make fully reversible windows, led to the instigating of a detailed report and finally a presentation to the Board of Directors.
- Represented the business at Machinery Exhibitions throughout Europe including Milan, Hanover and Birmingham, where every opportunity was taken to build ongoing relationships with key contacts.
- Resolved any issues and problems that were raised by customers, following receipt of goods and on occasions has visited these clients on site and any problems were then fully resolved having liaised with the Maintenance Department of the business.
- Fully contributed as part of the team to the prestigious BSI ISO 9002 quality system together with the BSI Kitemark.

Example (5)

Our final example shows the achievements of a Senior Manager who is working for a leading law practice.

Here you will see a different introduction, but the significant change is the way in which the achievements were captured as the current position held covered 3 specific key areas of responsibilities, namely Personnel and Team Management, Project Management and Business and Client Focus.

Again due to the number of achievements attained, only a selection are shown.

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Lawyers abc – 2005 to present

Head of Business Acceptance – Risk and Compliance

Reporting to the Director of Risk, is responsible for managing a dedicated team of 12 ensuring that all areas of regulatory risk and compliance are firmly embedded across the business.

Personnel and Team Management

Achievements

- Designed and through joint delivery of training, implemented policies, procedures and business process automation in the areas of conflict checking, matter file opening, new client processing and engagement letter production to meet the requirements to mitigate potential risk exposure by the firm.
- Personally involved in training the firms Risk Committee on key areas of the Solicitors Regulation Authority (SRA) Code of Conduct so that they were fully aware of their individual duties and responsibilities.
- Delivered training to increase the awareness of anti-money laundering Code of Conduct and general risk and compliance obligations to over 800 secretaries and 600 partners/fee earners within the firm.
- Carries out regular coaching to direct report supervisors to develop their performance, personal skills and behaviours.
- Supports direct reports on all areas of personnel management and takes a key role in the active development of team performance at all levels.

Project Management

Achievements

- Currently leading a five year key project on the delivery of large scale firm-wide automated business processes which has brought together the formation of a team representing different areas of the firm including, members of the risk and compliance team, IT, support staff, earners, secretaries and partners.
- Successfully completed the first stage of this initiative in the area of the opening of matters, being personally involved in the design, the instigation of a pilot and the evaluation process before deployment across the firm.
- Regularly reports progress to a steering committee chaired by the Director of Risk and partners from four specific areas of the business including Real Estate, Finance, Contentious/Commercial and Corporate.
- Instigated and delivered a project to deploy information barrier software to protect highly confidential and price-sensitive insider list information. Personally researched the market, price and securing the proposition.
- Researched and wrote the firm's Practice Manual on policies and procedures with the additional support of a lawyer and through the understanding of the working practises of the firm. This included the Human Resources Team due to potential impact of the firms employees.

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Business and Client Focus

Achievements

- Introduced a fee estimating tool for the firm and clients following the concerns of potential escalating costs of work which has received external praise and fully meets the requirements of the Solicitors Regulation Authority Code of Conduct.
- Amended existing processes with software support in order to provide Management Information to a high profile bank following their decision to outsource this procedure, which has reduced cost and has now seen an upturn in the levels of business received.
- Delivered Suspicious Activity Reporting (SAR) processes across the firm ensuring that any breaches of the money laundering regulations are fully supported by detailed reports to the Serious Organised Crime Agency (SOCA).
- Recognised by SOCA to be the firms key contact and was invited with only four other representatives from law firms within the UK to work on a SOCA project to revolutionise the reporting of suspicious activity reports.

The Wake
the only emission we want to leave behind
Low-speed Engines Medium-speed Engines Turbochargers Propellers Propulsion Packages PrimeServ
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On those occasions where an individual has achieved significant success earlier in their career (remember that the recommendation is to capture roles and achievements of between 10/15 years maximum) and wishes to draw the attention of this fact to a potential reader then by introducing an additional section to their CV, this can be shown in a meaningful and interesting way, without bombarding the document with a mass of dates. So, by heading up a section and calling this **Earlier Career or Earlier Career History** it will project the information in a professional and crystal clear way.

Here are a couple of examples to highlight this point.

Example (1)

The individual concerned here is a qualified chartered accountant, currently holding a Managerial position and the achievements in this instance needed to concentrate on projecting as many key successes as possible. It was however felt that the career had been built on firm foundations, so with that in mind this was shown in this way.

Earlier Career 1999 - 2006

Having left 6th form College in 1999, successfully obtained a training contract with abc, commenced employment as an audit junior and progressed to a semi-senior within a year. Moved on to xyz in 2001 as a Senior, spending 3 years gaining experience, before joining def to carry out a similar role.

The above period without a doubt, created the platform for a career in Accountancy from a grass root perspective.

Achievements during this period included the following:

- Obtained the professional qualification ACA in December 2003 the second youngest individual in the country to qualify at that time.
- Increased knowledge through on the job training, including the carrying out of audits and production of accounts.
- Quickly adapted to taking detailed instructions from a Senior and carrying out tasks in a confident manner.
- Succeeded in the understanding and production of how to prepare accounts, thereby putting into practice the theory side of accounting which previously took place during the course of studies.
- Took the full opportunity to represent the firm by solely managing an Office during the purchase of another firm, gaining an invaluable working knowledge of having to deal with day-to-day issues raised by clients.
- As a Senior was soon recognised to possess ability and began to review accounts that others had prepared.

Example (2)

Another example is a person who started their career at the bottom of the ladder working in the Hotel industry as a cleaner in the housekeeping area, who over a number of years progressed to a position as Operations Support Manager and wanted to show in their CV that they had a grass root perspective of their industry and had gained valuable knowledge and experience.

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Earlier Career – 1994 to 2003

Securing the current position as Operations Support Manager has been built on a strong and sound foundation of learning and understanding the Housekeeping activities within the hotel sector.

Commencing as a room attendant for the first couple of years, took onboard supervisory duties for the next two years which then led to covering for a Head Housekeeper.

Achievements during this time

- Gained an early understanding of individual hotel cleaning standards from a brand viewpoint.
- Increased knowledge following room audits from both the perspective of a room attendant and later a Supervisor/Head housekeeper which proved invaluable.
- Took onboard training to maximise any promotional opportunities.
- Significant experience gained on managing budgets and target setting.
- Enjoyed the delivery of training others.

Finally for those of you who have carried through similar roles over a period of time, another way of avoiding showing all the roles and dates is to group them together by using the following headings and format:

Employment History – 2000 to present

- **Abc company**
- **Def company**
- **Xyz company**

During the above period the role of x was undertaken and achievements included:

Achievements

- Bullet point these in the order of importance

Essentials of Achievements

Having now read this section of the book, you will see how achievements have been captured for a range of people of different ages (due to confidentially their names and ages cannot be shown) and industrial sectors which will now enable you to think about your own successes and how they may be captured.

It is impossible and certainly not recommended to show all that you have achieved so once you have listed them decide which ones you feel are the most important and leave the others out of the CV. If needed these could be discussed at an interview stage. In addition the suggested process is to reduce the achievements for each subsequent role you have undertaken as you go back in time.

Using a different range of words, will make the difference and trying to avoid using the same ones shows creativity and projects a professional image to the reader that thought, care and attention has without doubt been applied. The words shown in this section are by no means a complete list, but will give you room for thought and a head start.

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As with each part of the CV, be fully prepared to expand on each statement if asked to do so, which displays both honesty and integrity of your character.

Good luck in bringing your achievements together and remember that the ones you feel are not important to yourself may very well be to others!!

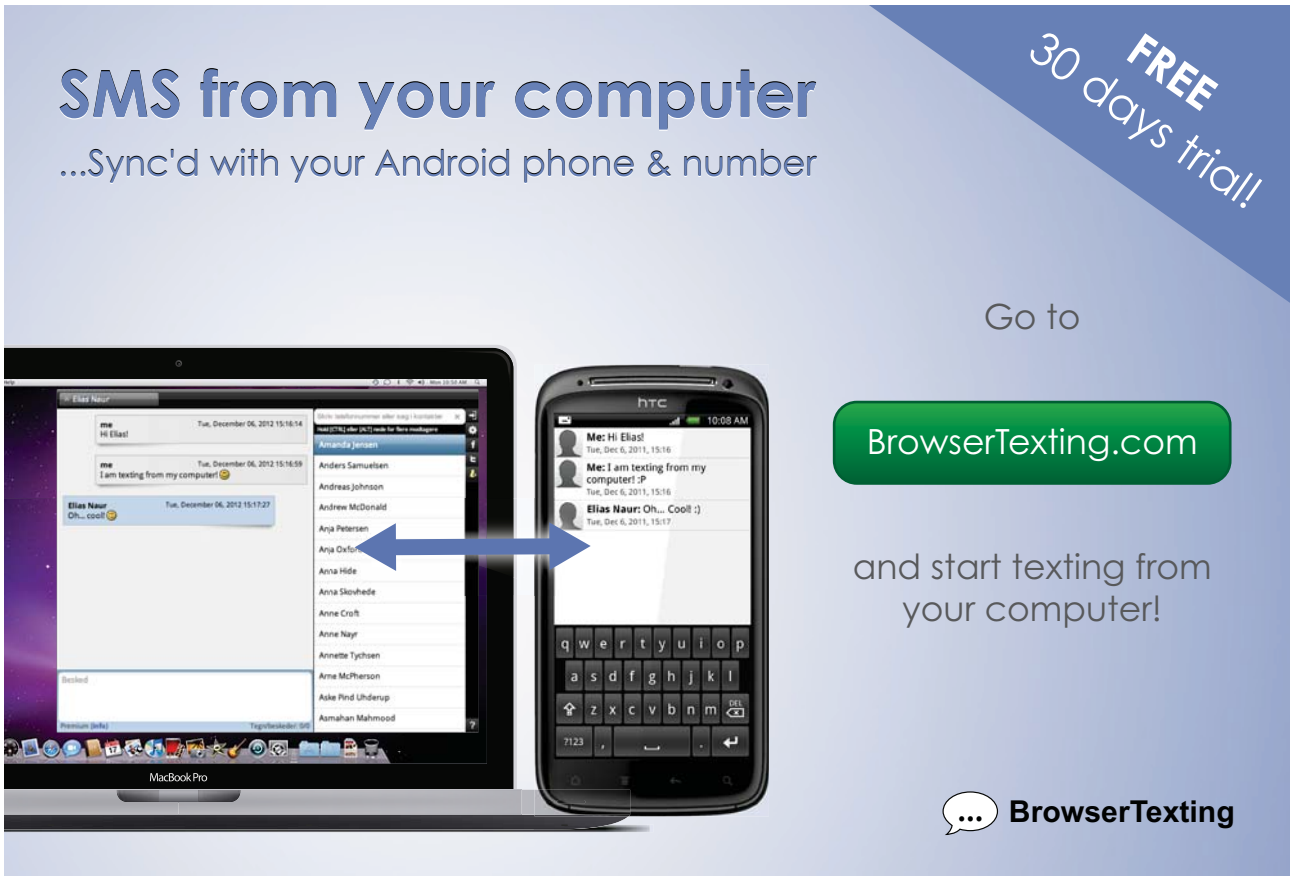
4.4 Educational Qualifications and Personal Development

There is little doubt that qualifications are extremely important, especially more so in some industrial sectors e.g. The Teaching Profession, Information Technology and the Health Industry (including Dentistry and Opticians) to name a few.

In addition though the areas we have already covered on skills and achievements remain equally as important, as we now are aware that these can seriously make an individual stand out from a crowd, particularly if all academic qualifications of potential candidates for a role are the same.

The author is fully aware that Universities are beginning to share the same view too as more students who graduate from University are becoming qualified at the same level.

Personal Development has now become a key feature of the CV as it displays that a person is continually looking to improve themselves wherever possible, whether this is brushing up on their skills, looking for opportunities to becoming more qualified and gaining experience and knowledge and maybe building on a hobby or interest which has impact on others.



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Where to show this information on a CV has and will be debated for years to come, so it's one of those areas which become a personal decision. From experience of writing CVs as a profession the opinion of the author, is that this area is not shown immediately in the CV but is recorded towards the end of the document.

As with other areas of the CV the contents of this information needs to be presented in a straight forward way without overloading the section with a mass of dates and too many grades of qualifications attained.

In line with previous chapters, examples below will show how this can be achieved which is easy on the eye of the reader, whilst ensuring that the attainments are clearly visible and to the point.

Example (1)

Our 1st example is a 16 year old student.

Educational Background

A School – 2006 to present

Currently studying for GCSEs in:

- Maths (Double Award)
- English (Double Award)
- Science (Double Award)
- Geography
- Spanish
- ICT (Triple Award)
- Technology
- RE
- PE (Short Course)

Studying Achievements as at June 2011

- Core Science – Grade A
- English Language - Grade A
- ICT – 3 individual grade A's

On-going studying to take place at the A Academy (September 2011)

- A levels courses to be taken – Biology, Chemistry, Geography & ICT

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Example (2)

The next example is of a graduate.

Educational Qualifications/Personal Development

- Class 2 Division 1 Honours Masters Degree in Chemical Engineering with Computer Science.
- 4 A levels including Mathematics, Chemistry, and Physics.
- 8 O levels including A* Information Technology and A's in respect of Maths, Science and Graphics.
- Progress award – A level Physics.
- Special prize for Academic Excellence - A level mathematics.
- Basic Food Hygiene Certificate.
- Passed driving test at 1st attempt (including Pass Plus)

Example (3)

A different example of a Senior Manager working in the Public Sector.

Personal development and Training

- Recommended, selected and interviewed to secure a position on the abc Council Leadership Academy.
- Obtained an ILM Certificate – entitled The Leader in You as part of the abc Management Development Programme.
- Holds a DMS in Management Studies.
- A member of the Chartered Institute of Management.

Example (4)

Another Senior Manager who is working in the Legal profession in the operations division of the business. Education/ Qualifications/Training

- BTEC National Diploma in Business/Finance – Distinction
- Money Laundering Reporting Officers Certificate – Pass
- Accredited Adjudicator Bank Disciplinary & Grievance Hearings
- Certificate in Offshore Admin – Fund Management 1 & 2 – Distinction
- Pitman Typewriting & Word processing – Advanced First Class Pass
- Royal Society of Arts Audio Typewriting –Stage 1 & 2 Distinction & Pass
- Royal Society of Arts Typewriting – Stages 1& 2 – Distinctions
- 6 O'Levels/CSE grade 1
- Fully qualified Fire & First Aid Officer
- Regulator Breach and Complaint reporting processes

Example (5)

Our final example is of a Dental Therapist.

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Personal Development/Training/Qualifications

- Diploma in Dental Hygiene and Therapy – University of Leeds
- Certificate for the Registration Committee of the Dental Nurses Standards and Training Advisory Board
- Certificate in Oral Health Education
- Dental Radiography Course for Dental Nurses – Pass awarded
- Community Access Program Credit Record – Module Level 2 achieved for working with children, introduction to Oral Health Promotion
- GCSE O levels – 8 including English and Maths

Essentials of Educational Qualifications and Personal Development

The approach of bringing together the information of this section is straight forward and the examples shown follow a structured and logical way of presenting this.

The continual use of bullet points is in keeping with the way in which the CV is being created and is easy on the eye for the reader to immediately see the message you are putting over.

Remember to record the information in a concise manner and bare in mind that dates and where qualifications have been attained are not always required!

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4.5 Hobbies and Interests

The final section of the CV plays an integral part of the document as it gives you a great opportunity to put together those hobbies and interests which are personal to you and displays that you also have a life outside of the work environment.

Hobbies and Interests can often become part and parcel of an interviewer's strategy of questions as it can provide another perspective of an individual's character and their way of thinking.

We will take a look at recording the information, but firstly think about the time you spend away from the work place and if you feel that there are achievements to capture arising from these times, then that is ideal, but is not a concern either if this is not the case.

Again, as like the skills and achievements which we have covered, do not fall into the trap of assuming that your hobbies and interests seem an every day event in your life, as to others they can really create a significant amount of interest and can also give you a slight competitive advantage over others.

The author recalls a particular client who when asked about a hobby, said that they enjoyed walking, but when asked to expand on this replied " I walked over the Sahara Desert in a Team challenge which raised £25,000 for a leading Cancer Charity within the UK" What a fantastic result arising from an interest in walking not only the donation to a very important cause but also the personal achievement of having taken part.

This kind of achievements is recognised to be special but gives us all room for thought on what takes place in our spare time.

Here are a sample of hobbies and interests:

Example (1)

A young student:

Hobbies and Interests

These include:

- Attended a Geography trip to New York, having visited a number of attractions/venues and gained invaluable knowledge of the city and the differences in culture.
- Computing
- Violin
- Cycling
- Running
- Aviation

Example (2)

An individual working as a metal spinner:

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Interests and Hobbies

- Holder of a Shot Gun and Firearms Certificate.
- Sits on a Committee of a Syndicate with special responsibilities for safety.
- Previously held the position as Range Officer at a Commercial Club.
- Fishing.
- Family activities.

Example (3)

A customer service advisor working in Banking:

Hobbies and Interests

- Photography
- Psychology
- The outdoors – travel, camping and walking
- Making jewellery
- Music and films
- Reading

Example (4)

The Author!

Hobbies and Interests

Sport, Travel and Reading:

- Keen golfer – winner of Halifax and Huddersfield Golf Alliance events.
- Attended Commonwealth Games in Canada in 1994.
- Travelled worldwide, including the Far East, South Africa, Europe and North America.
- Particularly interested in reading Auto Biographies
- Previously held a position of a governor at a local infant school

Essentials of Hobbies and Interests

Keep your information to the point and if you have any results from these 2 areas which have brought added value to yourself or others don't forget to include these as an achievement.

In addition if your hobbies and interests are or have created a whole host of achievements it may be very worthwhile in listing these with an extra heading e.g. **External Business/Career Achievements.**

Like all other areas we have come across in the construction of your CV be prepared to build on your activity if asked to in an interview situation.

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5 Examples of CVs

Having now fully completed the sections of how to bring your document together in a constructive way, which has been supported by examples of each stage, we will now bring this process to a conclusion in this chapter.

We will begin, by looking at a suggested template for both the Reverse Chronological and Functional CV and also a recommended template for students.

Examples of all versions, which in keeping with others shown in the book, are all from real life clients which the author has been privileged to work with.

In addition we will review 2 CVs from an interesting viewpoint of when a client requested support from the author with their existing CV and how the document was completely reconstructed and transformed into a true selling document.

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Template for a Reverse Chronological CV

Name

Address

Telephone Number

Mobile Number

E Mail address

Personal Profile

(There is no need to use a title)

Positions Held

(Showing years only, max 10/15 years – from present working backwards and giving a brief overview of the role)

Key Achievements

(Show these for each role – reducing them as you go back in time)

Key Skills and Abilities

(Show as the results from the exercise to uncover these)

Education Qualifications/Personal/Development/Training

(Show as required)

Interests and Hobbies

Template for a Functional CV

Name

Address

Telephone Number

Mobile Number

E Mail address

Personal Profile

(There is no need to use a title)

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Career Achievements

(Bring a list together in order of importance and impact, remembering that these are not date sensitive)

Key Skills and Abilities

(Show as the results from the exercise to uncover these)

Employment Details

(None date specific i.e. year to year and showing positions held over a 10/15 year period, include previous roles as required if felt necessary)

Education Qualifications/Personal/Development/Training

(Show as required)

Interests and Hobbies

Template for a Student CV

Name

Address

Telephone Number

Mobile Number

E Mail address

Date of Birth

Personal Profile

(There is no need to use a title)

Key Achievements in School

(Show none academic only)

Key Achievements out of School and or any Work Experience or Employment undertaken during a course of studies by using these additional headings

Key Skills and Abilities

(Show as the results from the exercise to uncover these)

Education Qualifications/Personal/Development/Training

(Show as required and include on-going study information)

Interests and Hobbies

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You will recall the phrase "That CVs are not written in tablets of stone" has previously been referred to, so these recommended templates can be rearranged if felt necessary – care does need to be exercised though, to ensure that the end document remains to be seen to have a logical approach to the information it contains and that the presentation is clear and concise.

An example of a potential change may be to show the area of Key Skills and Abilities under the Personal Profile Statement.

We will now have a look at a number of fully completed CVs:-

Example (1)

The student template has been fully used in the construction of our 16 year student.

Name
Address
Address
Town & Postcode

Tele No:
Mobile No:
E-Mail :
Date of Birth

A very determined and enthusiastic student who has a vast amount of capacity to learn which has already been proven during the present course of studies for GCSEs through obtaining high grades for a number of modules. Enjoys contributing in all team activities and clearly displays the ability to communicate with others and shows strength when planning, organising and problem solving.

Achievements in School

- Presented with an award for outstanding achievement in school on prize giving evening by Ed Balls, The Secretary of State for Children, Schools and Families.
- Accepted for a position at 6th Form, having provided a detailed application, Personal Statement online and followed by an interview.
- Chosen by the Head to appear in the local newspaper in celebration of the change of status of the school to an Academy.
- Elected by the form to represent year 11 on the school council, which involved playing a part in the end of school Prom Committee.
- Obtained certificates for 100% attendance in Year 7 and 9 which were rewarded by positive discipline trips.
- Personally selected by the Head Teacher to accompany him on his reward trip (Head Teacher of the North) to RAF Linton on Ouse.

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- Successfully auditioned for the Annual Easter and Summer Concerts and played in the string groups of the orchestra and played a number of solo pieces.
- Secured the position as the First ever head boy of Churwell Primary School in Year 6, through an application process followed by a panel interview.
- Actively involved in assemblies, fund raising events, attending monthly meetings, showing visitors around the school and building relationships with the governors.
- As Head Boy personally handed over a cheque for £500 to the NSPCC following a fund raising event held by the school which featured in the local newspaper (Morley Observer)
- Elected in Year 3 of Primary School to become a member of the School Council.

Achievements out of School

- Playing the violin, has actively taken part in the Rothwell Music Festival competition over a number of years resulting in either first or second place.
- Has competed in a number of races over the years and came third in the Wakefield Hospice 5k run out of a field of over 300 competitors.
- Involved at an early age with Beavers, Cubs and then Scouts gained a level 3 first aid award and attended weekend camps away from home.
- Carried through the setting up of Networking Infrastructures solving both hardware and software problems.
- Has a significant working knowledge of a wide range of software packages and a sound knowledge of how computers work and the technology behind them.
- Following a family wedding, over 300 digital photographs, captions of the day's events and a video CD were produced and distributed to those who attended.

Work Experience

Peak Career Consulting

Shadowing the joint proprietor of the business of this consultancy, which provides a range of services to individuals who are embarking on a job search programme together with supporting small to medium size enterprises who for economic reasons have to down size their workforce.

Knowledge and Understanding gained

- Attended a local Business Network International meeting in Wakefield and learnt how potentially a business can benefit from lead generation from others.
- Met the Head of Business Development for the Yorkshire Business School to explore business opportunities.
- Experienced a half day coaching session with a client on job searching techniques.
- Carried through the process in the building of a CV, which included Personal Profiling, Skills Analysis and an in-depth review of achievements both inside and outside of school.
- Gained an valuable insight into the running of a business by understanding how Tax, National Insurance and VAT work, together with looking at the key elements of a Business Plan.
- Increased knowledge of the different ways of job searching, e.g. Networking, maximising the Internet, responding to advertisements and speculative mail shots.

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- Focused on the importance of "What good customer service feels like" and the advantages of having a unique selling proposition.
- Created a PowerPoint presentation for the proprietors on the final day to feedback all of the knowledge and understanding gained during the week.

Leeds – Bradford International Airport

Experiencing an insight into the day to day running of an Airport, focusing on the main operational areas which included, Information Desk, Airside Fire Station, Air Traffic Control and Air Safety Unit.

Knowledge and Understanding gained

- Attended an induction programme which included a Health & Safety briefing, obtaining a visitors pass and an introduction into the different departments and their staff.
- Took part in providing customers with advice on the Information desk e.g. answering the telephone and taking passengers to the various checking in desks for their departures.
- Spent a day with the Airside Fire Station and experienced a course on First Aid and learnt new vital skills. In addition was taken by their officers in the airports latest Fire Truck to key areas of the Airport and having to wear their fire fighting suits.
- Invited by a Jet2 aeronautical engineer to board a Boeing 757-200 which was being serviced and experienced the opportunity to sit in the cockpit.
- Learnt through taking part in a detailed tour how the hydraulics and jet engines of an aircraft operate together with emergency procedures from both a passenger and firemans point of view.

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- Observed Air Traffic Controllers guiding aircraft in the Radar Room, 60 miles from the Airport into an approach pattern until established with the Localiser. After this procedure the responsibility of the aircraft is handed to the Tower Control who provide the authority for landing, taking off and taxiing. Personally had the opportunity to instruct the pilots to land.
- Spent the last day with the Airside Safety Unit, assisting with Runway checking and Bird controlling.
- Experienced the fuelling of a Jet and assisted in a Push-Back of an aircraft which also included the engine start sequence.
- Received a certificate on having completed their Work Placement Scheme and also 2 letters giving praise to having and displaying a professional manner and attitude throughout the week.

Key Skills and Abilities

- Clearly displays the ability to develop new skills and knowledge and has the capacity to take onboard additional/ongoing learning.
- Writes in concise manner, listens carefully and can hold detailed conversation at all levels.
- When carrying through planning and organising is able to prioritise tasks and thinks ahead of the potential outcome.
- Solves problems by getting to the root cause by creating innovative solutions.
- Displays good interpersonal skills by gaining the trust and respect of others and being sensitive to others needs.
- Recognised to have the ability to train others in a wide range of IT.
- Establishes goals and objectives in both school and home life.

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- Is a creative and imaginative thinker and can see the bigger picture of events.
- Inspires and motivates others in team events and can give clear direction.
- Builds and maintains relationships and recognises good customer service.
- Easily accepts change without distraction.

Educational Background

A High School – 2006 to present

Currently studying for GCSEs in:

- Maths (Double Award)
- English (Double Award)
- Science (Double Award)
- Geography
- Spanish
- ICT (Triple Award)
- Technology
- RE
- PE (Short Course)

Studying Achievements as at June 2011

- Core Science – Grade A
- English Language - Grade A
- ICT – 3 individual grade A's

On-going studying to take place at the A Academy (September 2011)

- A levels courses to be taken – Biology, Chemistry, Geography & ICT

A Primary School – 2001 to 2006

Hobbies and Interests

These include:

- Attended a Geography trip to New York, having visited a number of attractions/venues and gained invaluable knowledge of the city and the differences in culture.
- Computing
- Violin
- Cycling
- Running
- Aviation

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Example (2)

A Reverse Chronological CV for a Manager who works for a leading electrical retailer.

Name
Address
Address
City
Postcode

Tele No :
Mobile No:
Email Address:

A self motivated and customer focused individual who has gained a significant amount of knowledge and experience fulfilling managerial roles at both a technical and operational level for a well known electrical retailer in the UK. Displays a wide range of skills with particular strength in leading, managing and developing others together with the ability to manage time effectively when planning and organising. Recognised to build and maintain relationships at all levels and enjoys the challenge of bringing about efficiencies for the business through inspiring teams to meet their goals and personal objectives.

Career History

An Electrical Retailer 1997 – present

Following a successful apprenticeship scheme at Norweb, secured employment in 1997 with an Electrical Retailer as a Service Engineer and 3 years later was promoted to Technical Team Manager, which has since created ongoing opportunities for progression resulting in the holding of a number of Managerial positions.

Operations Team Manager 2005 – present

Reporting directly to the Service Centre Manager, plans organises and maintains the diaries of a team of Field Engineers across the area of West and South Yorkshire and also provides full cover and support for colleagues at the same level during periods of holidays and absences.

Main achievements

- Played an extremely active part in the initial trials of the project entitled "Deliberate Customer Journey" which had the key objective of improving the overall customer service experience and personally took the full opportunity to influence ongoing changes, prior to the company role out of the initiative.
- During the launch of this project, took on board a key role of carrying through presentations across the area served by the Service Centre alongside other colleagues to ensure that all employees understood the aims and objectives of the scheme together with the impact of a new corporate identity.

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- Fully supports the recruitment of new members of the team by carrying out interviews with the Human Resources area of the business, and when employees are appointed carries out their induction programme with special emphasis on all areas of Health & Safety.
- Has maximised a programme of multi skilling for engineers by assessing the needs of the team and then ensuring that full training takes place in-house and where necessary nominating them for external courses, e.g. Gas safe (training taking place at Wakefield Skills College).
- Through careful planning and organising authorises and controls holidays for the engineers, so as not to compromise customer service.
- Produced a rolling programme of accompanying Field Engineers on the job, and provides meaningful feedback on how they can develop their ongoing soft skills, in order to improve their customer services skills during their visits.
- By forward planning ensures that the stringent lead time targets of the business for attending breakdowns and repairs are maintained at a consistent 2 day period.
- Monitors ongoing performance of engineers from a financial stand point, carefully analysing repairs that have been classified as first time successes and addressing any weaknesses where it is evident that too many re-visit appointments have been made.
- Manages and controls the businesses extended write-off procedures in order to minimise any unnecessary expenditure and fully explores manufacturing guarantees.
- Attends the Service Centre weekly meeting, alongside other Management team members of the Centre to re-cap on the teams previous weeks performance, highlighting successes and where necessary addressing any weaknesses which have been identified for corrective action.

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- Personally driven forward, and has set down guidelines for engineers to follow by increasing revenue claim backs as opposed to previously writing off amounts due to insufficient information supplied by them.
- Invited by Senior Management to support an underperforming Service Centre by sharing best practice and following this provided ongoing remote help and advice.
- In addition, recruited members of the Service Centre's new Management Team, following the appointment of a new Service Centre Manager.
- Developed and coached existing members of the team, and has brought about success by promoting an existing Office Administrator to the position of an Operations Team Manager.
- Currently involved in an initiative called "Skill based/time routing", and is personally putting forward detailed information regarding a wide range of timings for engineers to carry out repairs.
- Attends regular meetings of this Project as it develops, which is ultimately aiming at increasing efficiencies and maximising resources.

Operations Support Manager 2004 – 2005

Had the responsibility of managing 2 direct reports, who were responsible for the inventory of parts, together with the supervising of the administration team. Reported directly to the Service Centre Manager, and totally fulfilled the role of Deputy Manager during any absences.

Main Achievements

- Through the Office Supervisor, influences the day-to-day running of a small dedicated call centre team of 8 members of staff who were responsible for accepting escalated calls from the businesses call centre area and ensured that they fulfilled their role by providing ongoing updates to customers ensuring that they were fully aware of engineer visits as soon as parts become available.
- Together with the Inventory Manager ensured that an annual stock holding was undertaken and that the businesses targets of holding stock were achieved with special emphasis placed on profiled items.
- Brought about the conclusion and satisfactory handling of the complaints procedure, and where necessary authorised small amounts of customer compensation where it was felt necessary.
- Built a relationship with the business's external company when dealing with major damage claims to customer properties, ensuring that the report to the company contained all the relevant information whilst identifying whether in fact it is a product fault and not an issue created by a Field Engineer.
- Played an extremely active role in supporting the Service Centre Manager when annual budgets were prepared and on a monthly basis provided detailed information where variances occurred.

Technical Services Manager 2003 – 2004

Responsible for managing 5 direct reports (Technical Team Managers) with an overall staff compliment of 50 engineers. The key areas of the role were to oversee customer efficiency, and developing the Technical Team Managers who directly influenced the after sale activity.

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Main achievements

- From previous knowledge gained as a Technical Team Manager this immediately increased the efficiency of the direct reports, and through analysis increased the inventory stock of parts which improved customer service and was subsequently able to reduce Saturday working overtime as a result.
- Fully recognised to have built and maintained in-house relationships bringing together better working procedures and policies and brought together the 3 key areas of the office, the Inventory department and the engineers working more in harmony with each other.
- Within a period of 6 months fully took on board the poor performance of the Service Centre which was in the bottom 3rd of the league table to a consistent top 3 performer.

Skills and Abilities

- When leading and managing others is able to inspire and motivate them to reach their goals, through the ability to provide clear direction and the ability to communicate a compelling vision.
- Works extremely effectively under pressure where demanding deadlines are present, through the ability to establish achievable goals and being able to prioritise to meet both the needs of the customer and the organisation.
- Displays strong interpersonal skills and is able to gain the trust and respect of others with the ability of being sensitive to people's needs and the flair and imagination when contributing effectively to all team activities.
- When planning and organising is able to think ahead and ensures that contingencies are in place, whilst at the same time delegating effectively to make the best use of others skills.
- Takes personal responsibility for making decisions ensuring that these are followed through and is able to identify the root cause of an issue and provide effective solutions.
- Listens very effectively and is able to speak in a persuasive manner and write concisely with the added strength of providing helpful and constructive feedback to others.
- Builds and maintains relationships at all levels and has significant strengths on all areas of customer service.
- Identifies and capitalises on all business development opportunities which subsequently impact on the generation of income.
- Is fully cost sensitive and establishes cost controls to ensure that activities stay within budget and where necessary increases profitability by reducing overhead costs.
- Is a creative and imaginative thinker with the ability to think in a strategic manner and being able to see the "bigger picture".
- Recognised to be an expert in the field and displays learning and professional expertise by staying current and developing new skills and knowledge to remain leading edge.
- When carrying out research and analysis, pays attention to small details and is able to interpret underlying themes from complex information.
- Fully accepts change but will take the opportunity to challenge and voice an opinion where the benefits are not readily seen and then clearly promotes change to other team members.
- Is fully computer literate, with the working knowledge of a variety of Microsoft packages e.g. Word, Excel etc.

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Education Qualifications/Personal Development

- 9 GCSE's including English and Maths.
- City and Guilds Electrical and Electronic Craft Studies Part 2.
- City and Guilds Electricity Industry Vocational Qualification in Wiring Systems and Appliances: Installation and Maintenance (Electricity Distribution) – Level 111.
- Domestic Natural Gas Safety.
- Domestic Cookers.
- Domestic Tumble Dryers.
- Sharp Microwave Oven Servicing.
- A variety of in-house Managerial courses have been undertaken covering managing change, personal development of others, time management, appraisals etc.

Hobbies and Interests

- All family activities, sport, DIY, camping and travelling

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Example (3)

A Reverse Chronological CV for a Senior Manager operating in the legal profession.

Name
Address
City
Postcode
Tel No :
Mobile No:
E-mail :

A highly motivated and passionate Senior Manager carrying through the role as Head of Business Acceptance for one of the UK's top 15 leading law firms. Previous in-depth knowledge and experience has been gained in regulatory risk and compliance which has significantly contributed to embedding a risk and compliance culture through implementing new policies, procedures and business improvement processes within the daily operation of the business. Displays an exceptional range of skills with additional strengths in the areas of problem solving, leading and managing others, together with a proven ability to build and maintain both internal and external relationships at all levels.

ABC Lawyers – 2005 to present

Head of Business Acceptance – Risk and Compliance

Reporting to the Director of Risk, is responsible for managing a dedicated team of 12 ensuring that all areas of regulatory risk and compliance are firmly embedded across the business.

Personnel and Team Management

Achievements

- Designed and through the joint delivery of training, implemented policies, procedures and business process automation in the areas of conflict checking, matter file opening, new client processing and engagement letter production to meet the requirements to mitigate potential risk exposure by the firm.
- Personally involved in training the firms Risk Committee on key areas of the Solicitors Regulation Authority (SRA) Code of Conduct so that they were fully aware of their individual duties and responsibilities.
- Delivered training to increase the awareness of anti-money laundering, Code of Conduct and general risk and compliance obligations to over 800 secretaries and 600 partners/fee earners within the firm.
- Carries through regular coaching to direct report supervisors to develop their performance, personal skills and behaviours.
- Supports direct reports on all areas of personnel management and takes a key role in the active development of team performance at all levels.
- Takes the lead on carrying through second interviews when recruiting new members of the team.
- Plays a key role in the delivery of training to new employees, partners, fee earners, secretaries and support staff, delivering an overview of their risk and compliance responsibilities.

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- Every opportunity is taken to increase the understanding of each member of the team, by involving them in different projects across the firm and externally too, thereby contributing to their personal development.
- Conducts both weekly and monthly meetings to cover current work in progress and firm wide issues and initiatives which have improved a deeper understanding of the team, communication and general team bonding.
- As a role model and mentor fully contributes in a school reading scheme and has encouraged the team to be fully committed ton Community based projects.

Project Management

Achievements

- Currently leading a five year key project on the delivery of large scale firm-wide automated business processes which has brought together the formation of a team representing different areas of the firm including, members of the risk and compliance team, IT, support staff, earners, secretaries and partners.
- Successfully completed the first stage of this initiative in the area of the opening of matters, being personally involved in the design, the instigation of a pilot and the evaluation process before deployment across the firm.
- Regularly reports progress to a steering committee chaired by the Director of Risk and partners from four specific areas of the business including Real Estate, Finance, Contentious/Commercial and Corporate.
- Instigated and delivered a project to deploy information barrier software to protect highly confidential and price-sensitive insider list information. Personally researched the market, price and securing the proposition.
- Researched and wrote the firm's Practice Manual on policies and procedures with the additional support of a lawyer and through the understanding of the working practises of the firm, included the Human Resources Team due to potential impact of the firm's employees.
- Through detailed research, introduced intelligence checking software which is used to mitigate risk across the firm's a number of elements of the firm's client and matter work. The project delivered new processes within the firm's Business Acceptance Unit, Finance and fee earning population.

Business and Client Focus

Achievements

- Introduced a fee estimating tool for the firm and clients following the concerns of potential escalating costs of work which has received external praise and fully meets the requirements of the Solicitors Regulation Authority Code of Conduct.
- Amended existing processes with software support in order to provide Management Information to a high profile bank following their decision to outsource this procedure, which has reduced cost and has now seen an upturn in the levels of business received.
- Delivered Suspicious Activity Reporting (SAR) processes across the firm ensuring that any breaches of the money laundering regulations are fully supported by detailed reports to the Serious Organised Crime Agency (SOCA).

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- Recognised by SOCA to be the firms key contact and was invited with only four other representatives from law firms within the UK to work on a SOCA project to revolutionise the reporting of suspicious activity reports.
- Attended regular meetings with the Law Society and SOCA in the lobbying of government to make changes in law.
- Has built and maintained internal relationships at all levels and developed external contacts with project involvement with the Law Society, police forces and other external bodies in relation to fraud, fraud mitigation and money laundering.

Technical Expertise

Achievements

- Has become fully conversant with the SRA Code of Conduct.
- Full working knowledge of the Money Laundering Regulations and Proceeds of Crime Act regulations.
- Personally responsible for the delivery and implementation of automated business systems and processes to reduce potential risk across the firm.
- Developed knowledge of the guidance available from the Law Society and the SRA.
- Fully utilised case law to increase awareness and deliver training courses across the firm.

"I studied English for 16 years but... ...I finally learned to speak it in just six lessons"
Jane, Chinese architect
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Additional responsibilities of the present role

- Advising the partnership on a wide range of regulatory and professional conduct issues.
- Taking a lead on behalf of the Director of Professional Risk and Risk Committee on conflict resolution and decision making.
- Undertaking legal research as required by the Director to compile firm wide policies and procedures based on the relevant rules and laws for use across a number of divisions within the firm.
- Assessing existing policies and procedures against the Code and recommending improvements and amendments.
- Assisting with the remediation planning to address the gaps that need to be addressed.
- Documenting policies and procedures where they are informal and formal together with co-ordinating agreement on firm policy where this is absent.

International Funds Group – Jersey (Managerial positions from 2000 to 2005)

Relationship, Administration, Product & Control Manager – 2003 to 2005

Initially joined the Bank as a Client Services Manager following promotion from a Senior Customers Manager. Responsible for managing the improvement of processes and delivery of operational efficiencies together with the day-to-day relationships between the Banks International Funds Group, Global Investors, internal channel businesses and third party transfer agents.

Achievements

- Introduced a partnership approach with Group Supplier Sourcing by developing and initiating service level agreements which delivered cost reductions on a commercial basis.
- Formulated and introduced the first Global Relationship Management team for the Banks offshore international banking division for external, internal clients and outsource companies.
- Implemented a training function to improve customer service by including a mentoring programme, coaching, customer quality and a diversity of other courses that were core to the needs of the business.
- Created a dedicated area to undertake audit control reviews to reduce and mitigate risk in areas of potential weakness across the operation.
- Accountable for the introduction of a new outsourcing model, having sole responsibility for global activities, strategy and procedural delivery.
- Major driver for the KYC and Money Laundering processes and procedures aspect of the Banks businesses including the high profile European Savings Directive.
- Played a fundamental role in the Bank achieving the International Investors in People Award.

Key Skills and Abilities

- Displays exceptional interpersonal skills by gaining the trust and respect of others, being sensitive to their needs and contributing effectively in all team activities.
- Writes in a concise style, listens very carefully and is extremely articulate and persuasive when speaking by pitching the conversation at the appropriate level.

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- Leads and manages others from the front and has the flare to inspire and motivate others by giving clear direction.
- Develops others through the training of new skills and competencies and through coaching provides timely and constructive feedback.
- Prioritises tasks and assignments by thinking ahead and is able to delegate to others when planning and organising projects and events.
- Works and thrives when under pressure where demanding deadlines exist and is able to establish achievable milestones and goals.
- Professional expertise is achieved through staying current by the development of new skills and knowledge to remain leading edge.
- A creative and imaginative thinker seeing the bigger picture, integrating information from a range of sources and then anticipating future needs and requirements of the task ahead.
- Develops strong and innovative solutions to complex problems by identifying the root causes of issues and takes personal responsibility for making decisions and following these through.
- Pays particular attention to small detail when carrying through research and analysis and is experienced at interpreting underlying themes from complicated information.
- Is cost conscious when negotiating support from external sources and takes every opportunity to maximise profitability by reducing overheads.
- Capitalises on opportunities in the area of business development and meets emerging needs through the design and development of new products, which are further supported by the introduction of policies and procedures.
- Fully recognised at building and maintaining both internal and external relationships at all levels, through understanding the needs and expectations of the client and being seen as a business partner.
- Adapts and promotes change easily but will challenge decisions where the immediate benefit is not apparent.
- Is fully computer literate with the working knowledge of using a range of Microsoft packages, the design, development and roll out of business specific software in the area of reducing risk exposure both to the clients and employees.

Education/Qualifications/Training

- BTEC National Diploma in Business/Finance – Distinction
- Money Laundering Reporting Officers Certificate – Pass
- Accredited Adjudicator for Bank Disciplinary & Grievance Hearings
- Certificate in Offshore Admin – Fund Management 1 & 2 – Distinction
- Pitman Typewriting & Word processing – Advanced First Class Pass
- Royal Society of Arts Audio Typewriting –Stage 1 & 2 Distinction & Pass
- Royal Society of Arts Typewriting – Stages 1& 2 – Distinctions
- 6 O'Levels/CSE grade 1
- Fully qualified Fire & First Aid Officer
- Regulator Breach and Complaint reporting processes

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Interest and Hobbies

Photography, Travel, Cooking and Dancing

Example (4)

A Reverse Chronological CV for a fully qualified Dental Therapist.

Name
Address
Address
City
Postcode
Tel No:
Mobile:
Email:

A very dedicated and motivated Dental Therapist who has gained a considerable amount of experience working in a vibrant practice for the UKs largest provider of NHS Dentistry. Is exceptionally focused on building and maintaining customer relations and meeting the health care needs of patients. Recognised to have strong interpersonal, communication and planning skills, which have contributed to the success and reputation of the practice.

ABC Group

1998 – Present

Dental Therapist 2004 –Present

Responsible for the preventative health care of patients in reducing tooth decay and gum disease. Operating in a large practice which was established over 30 years ago and currently consisting of 14 Associates and a client base of over 30,000.

Achievements

- Assesses and provides the treatment to patients, following the Dentist basic periodontal examination.
- Continually assesses the patient's needs through the toleration of the service being provided and their pain threshold.
- Attends stipulated courses on core subjects of dental hygiene, e.g. radiology, disinfection and contamination, and medical emergencies as part and parcel of the continual professional development over a rolling period of 5 years.
- Actively takes part in the regular workshops where external Consultants deliver refresher training on medical emergencies.
- Refers patients back to the Associates as required if limited progress has been made and makes recommendations for the patient to attend the Dental School or a Specialist e.g. Periodentioligst.
- Has been clearly recognised to build and maintain both client and internal relationships at all levels, which has contributed in the success and the reputation of the practice.

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- Through the local PCT has provided fluoral treatment for 3 year olds, through the provision of oral hygiene and recommended dietary needs.
- Success has been gained with a number of patients on the personal recommendation of not smoking, which has contributed to improvement in their oral hygiene.
- Numerous acknowledgements by way of thank you cards and small gifts have taken place where patients have acknowledged a job well done.
- Reviews carefully the ongoing appointments of patients to ensure that these are both timely and suitable and in an attempt to reduce costs for the patient make sure that these dovetail in with the inspections which the Associates carry out.
- Monitors any missed appointments, and where treatment is considered to be crucial for ongoing hygiene, personally telephones the patient and re-arranges the appointment.
- Is solely responsible for the control of stock and ensures that levels are maintained by advising the Dentist Receptionist to place orders as required.
- Displays exceptional dedication and passion in delivering the service of hygiene and ensures that at all times the perimeters of the role are always adhered to.
- Takes an active part when the practice is dealing with work experience students and enjoys the passing on of knowledge to them when the opportunity arises.
- Receives regular praise through feedback from the Associates where customers have acknowledged the hygiene therapy they have undertaken.
- Following the delivery of therapy to patients makes recommendations and suggestions on how their oral hygiene can be maintained between one appointment and another.
- Meets the ongoing requirements of the general dental council each year and ensures the timely renewal of indemnity insurance and registration.

2001 – 2004

During this period, successfully undertook a course of study at the University of Leeds and was awarded the Diploma in Dental Hygiene and Therapy.

In addition continued to be employed by the Practice and on an ongoing basis provided Dental Nurse support during holiday periods etc.

1998 – 2001

Dental Nurse

The main area of responsibility was to provide full nursing support for the Associates.

During this period attended a radiology course and recognised that a career was to be followed in dentistry and decided to attend night school for additional qualifications. Also attended Calderdale College on a course entitled “Promoting Dental Health”

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Early Career 1991 – 1998

A Dentist

Dental Nurse

Following a Youth Training Scheme Course over a period of 2 years successfully obtained a position as a Dental Nurse for the above practice. In addition to providing nursing support for the Dentist. The following achievements were brought about.

Achievements

- Personally wrote an article for the Dental Journal entitled "Promoting Patient Awareness of Oral Cancer".
- Contributed to an article in the Huddersfield Examiner on Dental Cancer.
- Personally designed and developed the Practice leaflet.

Skills and Abilities

- Builds and maintains both internal and patient relationships at all levels and is extremely focused on delivering a service to meet the ongoing needs of the patient.
- Displays exceptional interpersonal skills through the ability to gain the trust and respect of others, the ability to relate to diverse people and being extremely sensitive to people's needs and feelings.
- Inspires and motivates others when leading and managing and is able to give clear direction of the way forward when managing projects.
- Gives helpful and constructive feedback when mentoring and by developing and coaching others is able to teach new skills and competencies.
- Is a creative and imaginative thinker, being able to see the bigger picture and through forward thinking anticipates the future needs and requirements of others.
- Priorities tasks and assignments when carrying out planning and organising, and where the opportunity arises integrates the efforts of others.
- Works extremely effectively under pressure and where demanding deadlines are present. Has the ability to prioritise the needs of both the customer and the organisation through the establishment of achievable goals and objectives.
- Manages activities to stay within budget through the establishment of stringent cost controls.
- Professional expertise is displayed by staying current, and through the development of new skills and knowledge to remain leading edge.
- Listens effectively and is able to write in a concise style whilst having the ability to speak in a persuasive manner and is able to give helpful and constructive feedback to others.
- Develops innovative and effective solutions to complex problems, and has the ability to identify and diagnose an issue at the root cause and is then able to take personal responsibility for making decisions.
- When carrying out research and analysis has a keen eye for the attention to small details.
- Generates income through the ability to identify and capitalise on opportunities.
- Easily adapts to change, without compromising the service to patients or the business.
- Fully computer literate with the working knowledge of a range of Microsoft packages e.g. word, excel etc.

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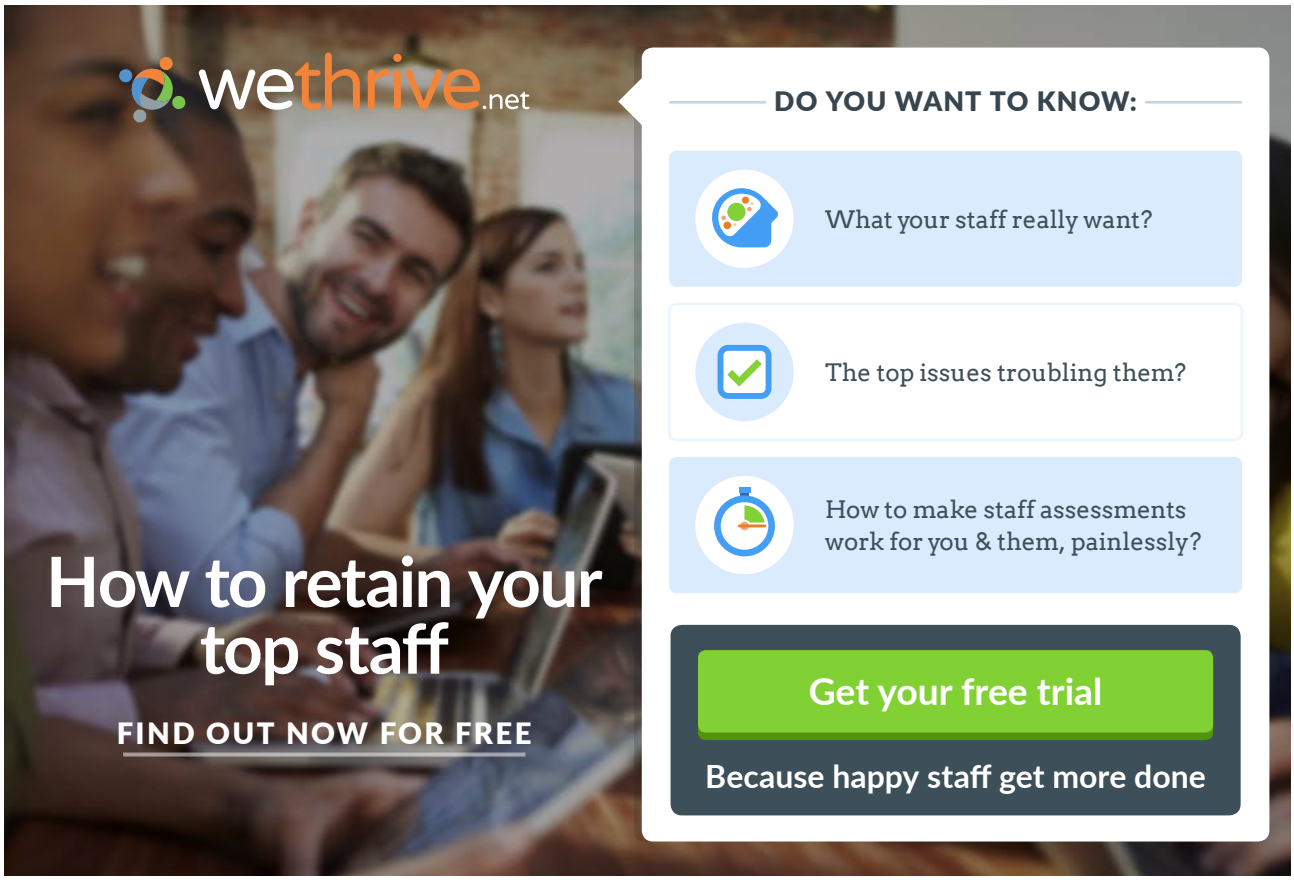
Dental Therapist Key Skills

- Intra and extra oral assessment
- Record indices and monitor disease
- Scaling and polishing
- Apply materials to teeth such as fluoride and fissure sealants
- Take dental radiographs
- Provide dental health education on a one to one basis or in a group situation
- Routine restorations in both deciduous and permanent teeth, on adults and children, from Class 1-V cavity preparations
- Can use all materials except pre cast or pinned placements
- Treats adults as well as children
- Extract deciduous teeth under local infiltration analgesia
- A Dental Therapist does not require direct personal supervision when giving local infiltration anaesthetics
- Bleaching

Personal Development/Training/Qualifications

- Diploma in Dental Hygiene and Therapy – University of Leeds
- Certificate for the Registration Committee of the Dental Nurses Standards and Training Advisory Board
- Certificate in Oral Health Education
- Dental Radiography Course for Dental Nurses – Pass awarded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- Community Access Program Credit Record – Module Level 2 achieved for working with children, introduction to Oral Health Promotion
- GCSE O levels – 8 including English and Maths

Interests and Hobbies

These include:

- Running especially half marathons e.g. Blackpool and Harewood
- Swimming
- Charity raising e.g. Coast to coast bike ride.

Example (5)

A Functional CV for a Data Engineer,

Name

Address

Telephone Number

Mobile Number

E mail address

A very experienced Data Engineering Site Manager, with strong interpersonal and communication skills and the recognition and achievement of being highly customer focused in a fast pace moving environment. Professional expertise in this industry has created an in-depth knowledge to remain a leading edge expert in this field.

Main Career Achievements

- Acting as a key contact for the high profile customer Orange.
- Successfully manages small teams of dedicated engineers and closely monitors their performance against benchmarks set.
- Creates strong working relationships with external clients for example Civil Engineers, Landlords, Solicitors and Local Authorities.
- Organised the full refurbishment of offices including full upgrades of networking cabling and being accountable for inspecting the work and signing off the contract.
- Carries through on site surveys incorporating detailed research and analysis on time scales, labour, materials and health and safety risk assessments.
- Displays a commercial awareness of budgetary control measures ensuring that work is carried out within the time frame agreed minimising any potential contract penalties.
- Effective at organising the ordering and delivery of materials through in-depth telephone discussions.
- Experienced at working with detailed plans and specifications.
- Initiates the drawing up of snagging lists prior to the final sign off procedures of the contract for companies such as Makro, Boots and Lloyds Pharmacists.

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- Carried out high profile work on contracts with Kings Lynn Hospital, Conservative HQ Westminster, Warwick University and Dun and Bradstreet.
- Fully qualified to meet a variety of British Standards as a Fluke Cable Tester.
- Qualified to carry out high-level work having attained the International Powered Access Federation certificate.
- Possesses the Construction Skills Certification Scheme and has a detailed awareness of Health and Safety procedures and requirements.

Key Skills and Abilities

- Strong Interpersonal skills being able to network and build relationships and as a first point of contact gains trust and the respect of others.
- Communicates effectively at all levels by both listening and speaking persuasively.
- Successfully leads and manages projects through co-ordination, thinking in a strategic manner with clear direction.
- As a technical trainer motivates others to achieve their goals.
- Excellent at planning and organising through prioritising tasks and assignments.
- Displays the ability to work effectively under pressure and demanding deadlines in order to meet customer and organisation needs.
- Develops new skills and knowledge to remain leading edge through learning and professional expertise.
- Sees the bigger picture by integrating and synthesising information from different sources.
- Quick to identify and diagnose a problem and is innovative at bringing about effective solutions to complex problems.
- Possesses a keen eye for the attention to small detail and gathers information through careful research and analysis techniques.
- Is cost sensitive and can establish controls and activities to stay within budgets.
- Creative at developing new products to meet emerging needs.
- Exceptionally customer and client focused and seen to be an active business partner.

Employment History

A Network Services Company 1999 to present

Site Manager – 2002-2004
Senior Engineer – 2001-2002
Engineer – 1999-2001

A Building Products Company 1994-1999

Factory Manager having been promoted from previous line supervisor and initially joining the company as a factory operative.

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Education/Qualifications/Training

- 6 CSE's

Entered the Army from School as a Gunner – Obtained / Attended the following:

- Driving license.
- Qualified First Aider.
- Secured both Track and Fork Lift Licences.
- Basic signals course.
- Advanced signals course.
- Command Post Assistants course.

Training Courses Achieving:

- Systimax Structured Connectivity Solutions (SCS) Installations Skills Course – Power Sum Giga Speed Productions.
- Systimax (SCS) Ipatch TM Design and Engineering Course (NDS500)
- Systimax (SCS) Installation and Maintenance Training programme, Authorised to Install and Remove.
- International Powered Access FED (IPAF) Construction Skills Certification Scheme.
- One day Laser Connectivity Course.

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Interests and Hobbies

Keen football follower of Huddersfield Town having a general sports interest in Rugby and Golf. Enjoys walking and climbing activities and reading military history.

Example (6)

A Functional CV for an operations team member

Name

Address

Town

Post Code

Telephone Number:
Mobile Number:
E-mail address:

Currently a successful member of an operations team, functioning centrally to the service delivery organisation within a leading multinational blue chip IT Company. A deep understanding of the business has been achieved, by acting as a key contact for all customer related issues and interfacing continually with the supplier.

Main Career Achievements

- Initiated an easy to follow quality management programme for auditable documentation
- Developed and implemented a new process within the organisation to handle customer complaints more effectively and instilled this initiative throughout the business.
- Major contribution to identifying and solving costly parts process issues.
- Led UK team through introduction of new initiative to technically vet customer calls.
- Instrumental in compiling a disaster recovery plan in support of the business, and tested this in a live environment.
- Identified need to change from expensive hard copy process for engineer call reporting to on line system. Drove to completion.
- Led extensive initiative for entitlement to set customer expectations at first point of contact enabling down stream processes to be activated.
- Award winning contribution to an extensive project to decentralise a large service delivery function into five geographical areas.
- Ran recruitment programme for project across UK and selected 75% of new staff recruited.
- Developed and enforced business controls to prevent loss of parts and unavailability problems resulting in ATM business taking the lead over other platforms.
- Controlled budget within target earning a bonus for achievement.
- Compiled a comprehensive handbook for field work force.

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- Recruited, coached, led and directed a team of 4 providing a tailor made call management service to focus on customer service which won a Directors award.
- Contributed to high customer satisfaction levels by quality of service provided and prevented business loss.
- Dynamically set up a team of 4 to enable performance statistics to be gathered and successfully drove through to completion of project.

Key Skills and Abilities

- Excellent analytical skills constantly adding value to the business.
- Effective communicator at all levels both verbal and written.
- Flair for quickly building strong working relationships gaining the confidence of all parties involved.
- Strong foresight to avoid future problems arising by taking preventative actions
- Fully experienced in the recruitment, selection and testing of staff, with a strong perception of compatibility when choosing team members.
- Positive decision maker utilising knowledge and skill to assess risk and impact to business.
- Great motivator able to bring out the best in a team so goals can be achieved
- Natural leadership skills providing guidance coaching and nurturing to give clear direction to individuals.
- Clear perception of development and skill enhancement required for Team members and self.
- Ability to adapt quickly and effectively to change in accordance with business needs.

Employment Details

A UK LTD

- Operations Assistant –ITS Service Delivery Organisation

Oct 1991 to present A UK LTD

- Project-Decentralisation of call scheduling function.
- Operations Assistant to ATM Business
- Team Leader Call Management.
- Asset Tracking project

1998 – 1990 Recruitment Company

- Recruitment of both temporary and permanent staff and vacancy control

1990 – 1991 ECCO Employment

- Area Manger for three branches in the North

1991 – 1991 Crest Employment

- Recruitment of temporary drivers

Training and Development

- Numerous sales and recruitment courses

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- Train to train
- Process leadership
- Project management introduction workshop
- QMX - Quality management system

Interests and Hobbies

Learning to speak French. Gardening , Circuit training. Walking. Complementary therapies- homeopathy and qualified in reflexology, massage and aromatherapy. Enjoy travel-previous trips included third world.

CVs Before and After

Here as promised our 2 examples previously referred to:

Example (1)

Our 1st example is a client who is an actress and a professionally qualified person.

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Before:

Name

Born on xx //xxxx

Address:

Contact :

OBJECTIVE:

To acquire a challenging, culturally and socially rewarding position, where my achievements, experience, education and my strong capabilities will be most fully engaged and have a great impact on the social and spiritual life of citizens, improving their quality of life.

EDUCATION:

-BABES-BOLYAI UNIVERSITY, Cluj, Romania, Faculty of Sociology, Ph.D. in sociology, 2010. The research- "Social perception towards disabled people in Romania"

-BABES-BOLYAI UNIVERSITY, Cluj, Romania, Faculty of Psychology, Master of Science in Psychology– Psychological Counselling and Psychotherapy, 2005. Dissertation-"The amelioration of geriatric depression through reminiscence therapy"

-ACADEMY OF THEATRE, Targu-Mures, Romania, Bachelor of Arts (Hons), Theatre, Movie, and Television Acting (1988)

RESEARCH INTEREST AREAS:

Contemporary theatre, classic theatre, inclusive theatre, experimental theatre, African theatre, disabled and elderly people, social exclusion, disability, poverty, dementia and Alzheimer`s, assisted suicide, reminiscence theatre, theatre therapy.

EXPERIENCE:

- Professional actress in leading roles, in hundreds of shows under the direction of national and international directors.
- Experienced acting teacher
- Toured within Romania as well as other countries with different performances and events
- Moderator for a number of TV and radio programs.
- President of admission board and theatre festivals juries for youth and adults, for professional and amateur drama groups.
- Manager of cultural projects , festivals and cultural companies
- Coordinator and developer of the 'Making Memories Matter' project in Romania.
- Implementer of Reminiscence Concept in Romania
- Implementer of Reminiscence Research in Romania
- Pioneer in using reminiscence theatre therapy for elderly people in Cluj, Romania

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- Drama teacher
- Trainer in theatre therapy for carers and social workers
- Support group activities for cancer patients, Babes-Bolyai University of Cluj, psychology department
- Workshops leader in acting, reminiscence theatre, reminiscence therapy, leadership and management, shaping personalities through theatre.

ACTIVITY AS EMPLOYEE:

- National Theatre Cluj 1990-2010 -leading theatre actress
- Impossible Theatre Cluj, 2005-2010 –Artistic manager
- Romanian National Youth Theatre Festival- Baisoara- 2006, 2007, 2008, 2009, 2010- President
- Drama and Dance College Cluj, 2005-2010 - Visiting lecturer
- Hyperion University Cluj, 2000-2005, Visiting lecturer
- Babes-Bolyai University Cluj – Performance arts department, 1994-2010, temporary lecturer
- Hans Spalinger Association Cluj 2005-2010 –Artistic director
- Senior Citizens Assisted Living Foundation Cluj 2003-2005 -reminiscence theatre research coordinator
- State Theatre Sfantu Gheorghe 1988 – 1990 -leading theatre actress
- Culture House Sfantu Gheorghe 1998-1990 -Artistic director
- "Happy Kids" – International School –Cluj, 2002-2005 -drama teacher

SKILLS:

- Strong Artistic and Psychological capabilities.
- Specialist in: Reminiscence in Dementia Care, Creative Dance for Ages, Publishing Memories and Making Theatre from Memories.
- Experienced cultural manager.
- Experienced acting teacher
- International experience–collaborated and participated in projects throughout England, Finland, Germany, Spain, Poland, the Czech Republic and Romania.
- Effective communication skills (working with groups of youths and elders, experienced psychological counsellor, appreciated opinion leader).
- Good understanding of human psychology and how to interact with social and cultural challenges.
- Unique, strong personality, experienced in creating groups, moderate conflicts, conducting professional groups, projects and juries.

LEAD WORKSHOPS AND SEMINARIES:

- Happy Kids –International School, Cluj, Romania, 2000-2002
- Happy Kids International School , Cluj, Romania, 2008
- Age Exchange Theatre Trust, London, 2004, 2005
- Kassel City Hall 2005, 2007
- Sofia 2007, Brusseles 2007, Rome, 2008, Barcelona 2009-EASPD conferences
- National Theatre Cluj, 2003-present

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- Hans Spalinger Association Cluj, Romania, 2005-2010.
- Terapia College Cluj, Romania, 2006
- Day Care Living Center Cluj, 2006, 2007, 2008
- Baisoara National Theatre Festival, 2008
- Dubai, 2008
- FIV (Foundation for elderly people), Cluj, 2004, 2008

TRAINING:

- Training course in Cultural Management, Romanian Cultural Institute, Bucharest, Romania, 2003, 2004
- Training course in Reminiscence and Dementia Care, Age Exchange
- Reminiscence Centre, Blackheath, London (2003)
- Training course Creative Dance, Age Exchange - Reminiscence Centre, Blackheath, London (2003)
- Training course in Publishing Memories, Age Exchange - Reminiscence Centre, Blackheath, London (2003)
- Training course in Making Theatre from Memories, Age Exchange - Reminiscence Centre, Blackheath, London (2003)
- Training course in Making Reminiscence Exhibitions, Age Exchange - Reminiscence Centre, Blackheath, London (2003)
- Training course in Recording Our Communities, Age Exchange - Reminiscence Centre, Blackheath, London (2003)
- Primary level in Cognitive behavioural therapy, International Institute for the Advanced Studies of Psychotherapy and Applied Mental Health (2005)

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- Advanced level in Cognitive behavioural therapy, International Institute for the Advanced Studies of Psychotherapy and Applied Mental Health (2005)
- Training in Social Memory, Babes-Bolyai University, 2005
- Training in epileptic disease, Cluj, 2007
- Training in NVivo 8, Fundamentals,Leeds,2010
- Training in NVivo 8 Beyond Fundametals, Leeds, 2010

CONFERENCES ATTENDED:

- EASPD conferences:

- Graz, Austria, June, 2006
- Brussels, Belgium, December 2006
- Sofia, Bulgaria, May 2007
- Lisbon, Portugal, November 2007
- Rome, Italy, February 2008
- Barcelona, Spain, March 2009

- EUROPEAN REMINISCENCE NETWORK conferences:

- European Reminiscence Conference, London 2005
- European Reminiscence Conference, Berlin 2005
- European Reminiscence Conference, Kassel 2005
- European Reminiscence Conference, Kassel 2007
- European Reminiscence Conference, Cologne 2010
- Postgraduate disability conference, Leeds, 2010
- Disability Research Conference, Leeds Met, 2010
- submitted abstract for Disability studies conference, Lancaster, September, 2010

AWARDS AND GRANTS:

- Prize for Interpretation – Young Actor Tournament, Costinesti, Romania, 1989
- The Grand prize at the International poetry festival "Lucian Blaga,", Alba Iulia, Romania, 1994
- Awarded "Woman of the year" by the newspaper "Adevarul de Cluj", Cluj, Romania, 1996
- Awarded title of Chevalier (Knight), from Cluj City Hall, 2006, Cluj, Romania.
- Awarded Diploma of Excellence, for the involvement in social and cultural life of the elderly people, by The Lions Clubs, Cluj, Romania, 2006.
- Member of Honour Rotary Club Romania, 2007
- Academic Visitor grant, Leeds University, Department of Sociology and Social Policy – Centre for Disability Studies, January-July, 2010.

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PUBLICATIONS:

- "Making Memories Matter", 2005, -Erinnerungen Raum Geben- co-author, Euragioverlag, ISBN 3-933617-22-7, pp: 69-82.
- On using reminiscence and theatre to resolve painful memories", 2005, A European reminiscence Symposium:Making Memories Matter-Reminiscence, Reconciliation and Resolution, pp. 34-42
- Present perception towards disabled people in Romania", 2010, Lancaster Disability Studies Conference 2010, Centre for Disability Research, pp.289-312.

UNDER REVIEW:

-"Theatre and reminiscence theatre"- Drama Magazine, Bucharest, issued by the Romanian Writers` Union.

-"Social perception towards disabled people in Romanian society"- Psychology Magazine: Brain, Behaviour, Cognition, Bucharest.

BOOK UNDER PREPARATION: "Alzheimer's or the way to nowhere"

REFEREES:

-Prof. Mircea Miclea, PhD, Ex Romanian Ministry of Education and Research – Head of Education Commission at Romanian Presidency, Bucharest, Romania Email:mircea.miclea@gmail.com, mobile 0040744333263

-Prof. Nic Ularu, PhD Head of Department of Theater and Dance University of South Carolina, Columbia, SC29208, Phone :8037776892, E-mail: ularu@mailbox.sc.edu

HOBBIES: Classical music, travelling, history and photography.

LANGUAGES:

- Fluent in **Romanian** and **English**
- Basic knowledge in **French** and **Italian**

After!!

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Address
City
Tele No :
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E-Mail address :

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A highly motivated and compassionate professional who has gained both respect and recognition as a leading theatre actress for the renowned National Theatre Cluj. Has taken every opportunity to fully maximise the academic qualification of a Master of Science in Psychology and more recently a PhD in Sociology, by accepting invitations to carry through pioneering voluntary work in the area of reminiscence and theatre therapy for a wide range of ages, encompassing groups and individuals with disabilities and learning difficulties. Displays exceptional interpersonal, leading and research skills which have contributed in the building and maintaining of relationships at all levels.

A Theatre in Cluj - 1990 - 2010

Leading Actress

Main Achievements

- Through hard work and determination secured at a relatively early age for the profession continued promotions reaching the highest level attainable as an actress.
- Gained significant reputation for carrying out key roles within the company and was cast by Directors worldwide for over a period of 10 years.
- Was privileged to have worked alongside famous theatre and film actors in numerous roles, having quickly gained exceptional recognition.
- Travelled extensively with the theatre across Europe performing roles not only in the native tongue, but in English and French.
- As a role model for other actors took a lead role as a mentor and supported, coached and trained others resulting in their own personal development and career aspirations.

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- Provided knowledge, experience and guidance to external organisations e.g. The National Youth Festival, Universities, Festival and Competition events.
- Gained extensive and positive media coverage as a key representative of the theatre, which resulted in the increasing awareness of the Company and additional revenue.
- As an active member of the theatre syndicate resolved many internal issues and conflict, displaying strength and patience as a good mediator.
- Personally contributed in all aspects of fund raising and bringing about sponsorship for the company through a wide range of contacts including influential politicians and business leaders.
- Very successfully arranged a book launch for the first female reporter ever to have interviewed the Dalai Lama.
- Took an active part with colleagues on Open Days at the theatre by conducting tours and by taking full opportunity to promote the company.

Hyperion University Cluj – 2000 - 2005

Drama and Dance College Cluj – 2005-2010

Visiting Lecturer

Main Achievements

- Teaching acting to groups of between 10 and 20 students, having developed the programme which became part and parcel of the curriculum.
- Provided 1:1 coaching and counselling of all the participants on the course, thereby increasing their speech, confidence and delivery of acting roles and overcoming personal issues.
- Gained the role as President of the Admission Board and theatre festival juries for youths, adults and amateur drama groups.
- Visited festivals with students which brought about positive feedback following performances.
- Personally received praise from both students and colleagues for support and guidance provided.

Happy Kids International School - 2002-2005

Drama Teacher

Main Achievements

- Accepted the position through invitation by the Manager of this kindergarten and primary school as a direct result of reputation previously attained.
- Wrote, developed and rolled out a programme of events to teach to groups between the ages of 6 and 10.
- Created tasks for the children to undertake which increased their self esteem and positively changed and nurtured their individual personalities e.g. plays such as Cinderella etc.
- Personally increased the understanding and provided the foundations for the future on Community based projects.
- As part of the team fully contributed in fund raising events.

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Volunteering Roles

Carried through a number of key positions through invitation including:

Age Exchange Theatre Trust London – 2003 to present

Manager

Main Achievements

- Invited by the founder of this organisation to join the team through her knowledge of work and research carried out in Reminiscence Psychology.
- Attended a 2 day Seminar and was selected to become the Manager of the Romanian part of the project.
- Worked with 25 elderly participants developing strategies for the delivery of performances. Within a year had created therapy groups who successfully carried these out at Nursing Homes.
- Introduced the concept of Reminiscence Theatre Therapy which resulted in significant changes to the lives of those taking part.
- Launched a book as the co-author entitled "Memories and Making Theatre from Memories"

Hans Spalinger Association Cluj – 2005 to present

Artistic Director

Main Achievements

- Introduced theatre as a therapy tool through the delivery of training to both carers and groups of participants with learning issues and disabilities.
- Through this work, created internal friendships for those taking part and improved family relationships and equally as important their quality of life.
- Vastly impacted on their social life for the first time, reduced suicide and slowed down a range of medical issues.
- Carried out extensive evaluations of the programme which clearly saw changes to the lives of the elderly and resulted in the reduction of depression.

Other Professional Achievements

- Prize for interpretation – Young Actor Tournament
- The Grand prize at the International poetry festival "Lucian Blaga"
- Awarded "Woman of the Year" by the Adevarul de Cluj
- Awarded title of Chevalier(Knight) from Cluj City Hall
- Awarded Diploma of Excellence by the Lions Clun Cluj
- Academic visitor grant, University of Leeds, Department of Sociology and Social Policy – Centre of Studies
- Attended and taken an active part in both EASPD and European Reminiscence Network conferences

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Key Skills and Abilities

- Leads and Manages others as a Role Model, providing inspiration and motivation through the giving of clear direction and through communication a compelling vision.
- Develops and coaches others through mentoring, providing constructive feedback and the teaching of new skills and competences.
- Listens effectively, speaks in a persuasive manner and writes in a concise way which contributes in the ability to translate complex ideas into everyday language.
- Displays strong interpersonal skills, gaining the trust and respect of others and the talent to relate to diverse people whilst also fully contributing in all team activities.
- Prioritises tasks and assignments when planning and organising, introduces contingencies and delegates effectively to make the best use of others skills.
- Establishes achievable goals and objectives and enjoys the challenge of working under pressure and where demanding deadlines exist.
- Learning and Professional expertise is displayed through on-going personal development, staying current in the area of specialism and recognised to be an expert in the field.
- Is a creative, imaginative and strategic thinker, sees the "bigger picture" and can integrate information from different sources.

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Low-speed Engines Medium-speed Engines Turbochargers Propellers Propulsion Packages PrimeServ
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- Takes personal responsibility for making decisions, identifies the root causes of problems to solve these and initiates programmes and projects to bring about effective solutions.
- Interprets underlying themes from complex information when carrying out research and analysis and has a keen eye for the attention to detail.
- Builds and maintains relationships at all levels and has high impact on the delivery of customer and client service.
- Identifies and capitalizes on business development opportunities to increase revenue.
- Is cost sensitive and manages activities to stay within budget.
- Manages and accepts change easily without compromising quality.
- Is computer literate with a working knowledge of a variety of Microsoft packages.

Specialised Skills and Abilities

- Strong Artistic and Psychological capabilities.
- Reminiscence in Dementia Care, Creative Dance for Ages.
- Understanding of human psychology and how to interact with social and cultural changes

Education Qualifications

- PhD in Sociology – Babes-Bolyai University Cluj, Romania - 2010
- Master of Science - Babes-Bolyai University Cluj, Romania – 2005
- Bachelor of Arts (Hons) – Academy of Theatre, Targu –Mures Romania - 1988

Hobbies and Interests

These include:

- Classical Music
- Travelling
- History
- Photography

Example (2)

A graduated student.

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Before

Curriculum Vitae

Name

Address

City

Postcode

Telephone Number :

Mobile Number :

E-mail Address :

I have just completed a four year MEng (Master of Engineering) degree in Chemical Engineering with Computer Science at The University of Sheffield and graduated with class 2 division 1 honours. The course involves many things such as learning how processes work, how to design them and how to translate laboratory scale processes into industrial practice that is safe, economically viable and environmentally acceptable.

Educational and External Achievements

- Progress award - A Level Physics
- Special prize for academic excellence – A Level Mathematics
- Basic Food Hygiene Certificate
- Passed driving test at first attempt, (including Pass Plus) and hold a full driving licence with no penalty points.

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Key Skills

- Strong Interpersonal skills having the flair to relate to a wide range of people and the ability to contribute in a team environment.
- Can communicate at all levels and am able to write in a clear and concise manner.
- Can plan and organise with the knowledge of how to prioritise tasks and assignments.
- Can develop effective solutions to solve problems and am very analytical in carrying through research and detailed analysis.
- Enthusiastic to increase knowledge through self-motivation and hard work.

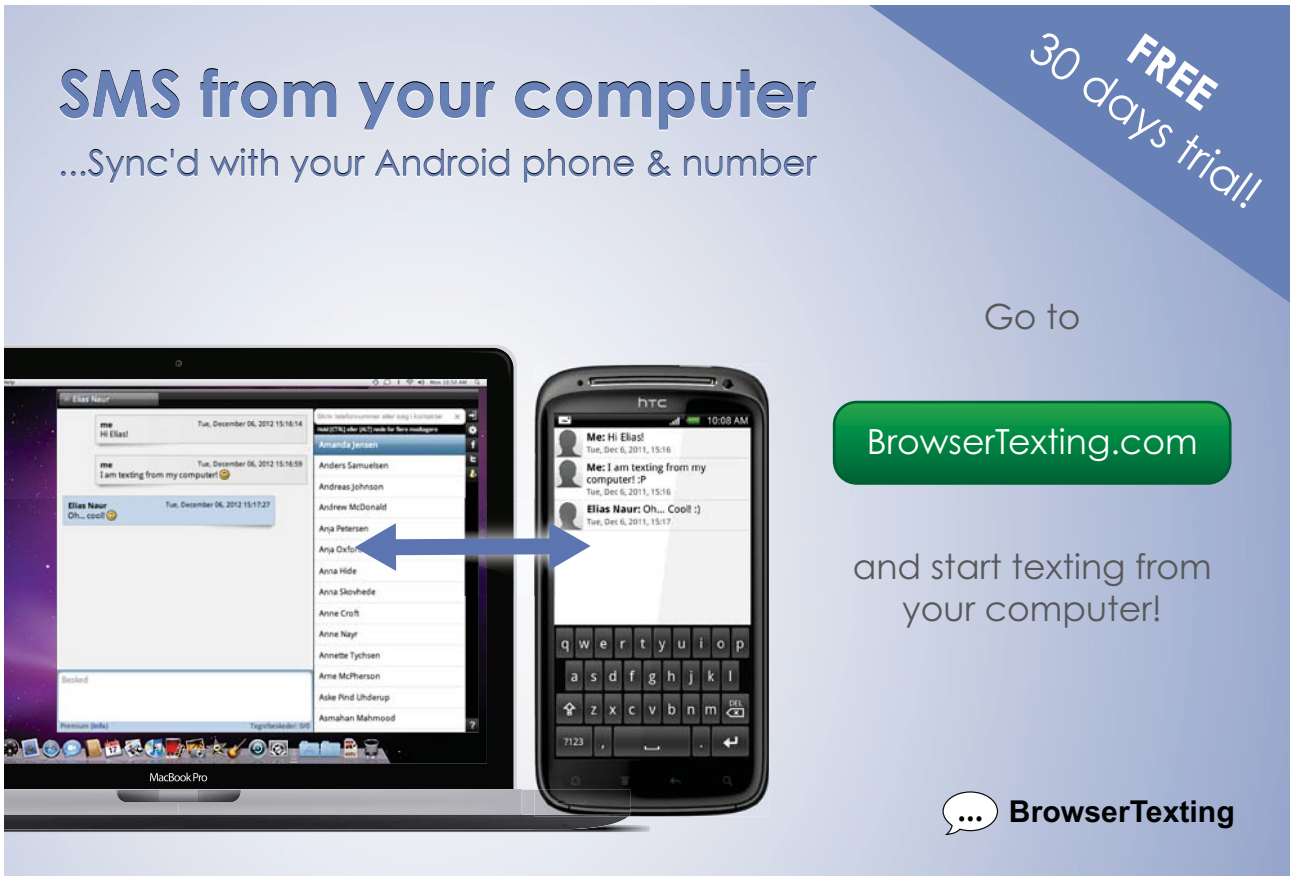
Previous Employment Experience

Part time job as a butcher in X Butchers : Sep 2003 – Sep 2005.

This also involved serving customers and working closely with other people as part of a team.

A Sample of Achievements

- Developed an understanding of customer service and the importance of establishing a rapport with customers.
- Acquired responsibility for general counter and stock management including accurate pricing of goods and closing procedures.



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Lab assistant X Chemical June 2006 – Sept 2006 (Summer Job)

Worked as part of a team (EPL – European Packaging Lab) developing and testing new ink pigments and resins used in the production of ink.

A Sample of Achievements

- Discovered a new pigment that was stronger and also cheaper than the current industry standard.
- Greatly improved report writing skills.

Educational Background/Qualifications

I studied at the University of Sheffield from 2005 – 2009 and graduated with a Class 2 Division 1 Honours Masters Degree in Chemical Engineering with Computer Science

Previously I attended Crompton House CE School from 1998 – 2005 and achieved the following qualifications:

GCSE's:		***A Levels***
A* -	Information Technology	A - Mathematics
A's -	Science (2), Maths, Graphics	B - Chemistry, Physics
B's -	English (2), German, Religious Studies	D - General Studies
C's -	Physical Education	

Interests and Hobbies

In my spare time I enjoy watching and participating in a variety of sports. I am a keen and active member of Tunshill Golf Club and this has taught me a great deal about balancing my own enjoyment with the need for discipline and respect for other people, as well as helping me to relax.

I am also a passionate football fan. Although I have lived in Newhey for over 18 years, I was born in Norwich and have supported Norwich City Football Club from an early age. Given their relative lack of success I think this goes some way to demonstrate my own sense of commitment and resilience!

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After!!

Name

Address

Address

City

Postcode

Telephone Number:
Mobile Number:
E-mail:
Date of Birth 28/08/1987

A motivated and detailed conscious Graduate who holds a Masters Degree in Chemical Engineering with Computer Science. Displays considerable strength across a wide range of personal skills in particular research, analysis, thinking, together with problem solving. Enjoys working within a team environment together with the challenge of carrying out individual tasks which have been experienced throughout the course of studying and complimented by securing employment during University life.

Key Skills and Abilities

- Excellent at carrying out research and analysis being able to interpret underlying themes from complex information displaying particular attention to small details.
- A creative and imaginative thinker, with the ability to see the bigger picture in a strategic manner and set achievable objectives.
- When carrying out problem solving activities, is able to identify and diagnose the issue and brings about an innovative approach to the solution.
- Listens effectively, writes concisely and when making presentations speaks in a persuasive manner.
- Displays strong interpersonal skills through the ability to contribute effectively in team events and possesses the experience of how to gain the trust and respect of others.
- Works effectively under pressure and where demanding deadlines are present and has the ability to establish achievable goals and objectives.
- During planning and organising is able to prioritise tasks and assignments.
- Clearly recognised to have the capability of learning and has displayed professional expertise throughout his course of studying.
- Builds and maintains relationships at all levels and has the full awareness and focus of providing a good quality service to customers.
- Enjoys the challenge of personal development and is able to take on board the teaching of new skills and competencies.
- Is fully computer literate, with the ability to use a number of software packages including Microsoft office, together with the understanding of a number of specialist programmes including Fluent, Gambit, Lab View, and Java.

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Employment History (During course of study)

X Chemical – Lab Assistance

Worked as part of a dedicated team (EPL – European Packaging Lab) developing and testing new ink pigments and resins used in the production of ink.

Main Achievements

- Discovered a new pigment that was stronger and also cheaper than the current industry standard.
- Following detailed procedures, carefully disposed of solvents and inks in the correct manner.
- In addition to increasing knowledge whilst on the job attended a presentation on pigments and resins from an Industry's expert.
- Became fully conversant in the areas of Health & Safety in particular areas of a secure nature within the premises of the business.
- Personally wrote detailed reports following testing activities which were submitted to the immediate Line Manager.
- Following training, gained valuable operational experience and knowledge of how to use sophisticated machinery for testing new inks.

X Butchers – Butcher

Working within a team and alone, carried through the role as a Butcher at a Local Supermarket.

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Main Achievements

- Obtained a basic food hygiene certificate.
- Gained stock management experience which surrounded the crucial areas of meat products.
- Took on board the full cleaning down process, in order to meet the stringent Health & Safety procedures required within the numbers of areas e.g. raw and uncooked foods.
- Fully utilised the machinery available within the butchery dept, and was able to produce mince, kebabs, and burgers and had a full working knowledge of vacuum packing.
- When the opportunity arose took on board an active role of training new members of the team.
- Worked extremely effectively when left by himself to run the area and enjoyed the rapport of building and maintaining relationships with customers.
- Became flexible with regards to the working day and when required was able to work out of normal core hours.

Educational Qualifications/Personal Development

- Class 2 Division 1 Honours Masters Degree in Chemical Engineering with Computer Science.
- 4 A levels including Mathematics, Chemistry, and Physics.
- 8 O levels including A* Information Technology and A's in respect of Maths, Science and Graphics.
- Progress award – A level Physics.
- Special prize for Academic Excellence - A level mathematics.
- Basic Food Hygiene Certificate.
- Past driving test at 1st attempt (including Pass Plus)

Interests and Hobbies

These include:

- Watching and participating in a number of sports e.g. Golf and Football.
- Twice won the local competition "Derek Oldham Trophy" at Tunshill Golf Club.
- As part of a winters games league team, came 1st having participated in a number of activities including, snooker and darts.

Essentials of CVs

Having now reviewed this chapter, you will clearly be able to see how the previous steps have all come together to bring about the finished document.

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There are 10 essentials of producing a professional CV, which are straight forward and to recap are as follows:

1. A Personal Profile Statement, which immediately captures the eye and the imagination of the reader and starts that all important selling process.
2. An introduction of each role if bringing together a Reverse Chronological CV.
3. Clear and concise achievements to display the benefits of the selling cycle.
4. Key Skills and Abilities brought together to represent the features of the sale. Include Technical ones as required if you possess these!
5. Education Qualifications to be included together with Personal Development and Training.
6. Hobbies and Interests to be shown to display a life outside of the work environment.
7. Use good quality paper if sending your CV through the post.
8. Ensure that the presentation of the document is consistent and easy on the eye with the correct use of fonts and style.
9. Double check spelling and grammar, by having your CV checked by another person and not relying solely on PC/Mac packaged tools.
10. Take your time in producing your CV – it's not a race against time and remember that this is capturing your course of life.

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6 Professional CV completed – what next?

Once you have completed the construction of your CV, you have without any doubt an extremely powerful job searching tool in your possession and it is vitally important that you remain focused on that particular fact, no matter what happens through your attempts to secure employment.

Your CV should give you that all important sense of feeling good about yourself together with increasing your confidence and self esteem, so you are now in pole position to start.

In today's employment market, which we are all aware of is difficult, old traditional techniques of finding a job have simply been blown out of the water, so you need to be armed with a variety of strategies to take forward.

In this final chapter of the book, we will explore what they are and how to maximise them, so let's start now!

We will look at 5 ways in which the CV can be used to test the employment market, they include:-

- Networking
- Speculative mail shots
- The Internet
- Recruitment Agencies
- Responding to advertisements

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Networking

Networking has fast become a key tool in itself in job searching and has been a well established way in which businesses have expanded and increased their customer base, bringing increased profits and adding share holder value.

So, in the same way, we will have a look at how the people you know can support you in your search for employment. Usually the majority of these acquaintances you will find will be delighted that you have asked them for their support as we all like that feeling of helping someone we know if at all possible.

Firstly we have to ensure that before we approach this group of individuals, we are crystal clear of the type of role we are looking for and its location – there is no point at all in asking if this is not sorted from the very beginning as it is not just any job you are looking for!

So what is the makeup of this group likely to be?

The answer is simple – you initially need to draw up a list of the following and then by taking each group at a time, spend just a few minutes in brainstorming who you know. List them down and then move onto the next group and follow the same process.

- Family members
- Friends
- Neighbours
- Social contacts – Golf clubs, Swimming clubs, Associations, Churches etc
- Professional contacts – People you have worked with – former Managers and Co-workers
- Educational contacts - Where appropriate, Former Teachers, Lecturers, Colleagues at School, University.

Usually what takes place, and is always surprising, is just how many people we actually know. We will now look at the different ways in making contact:-

1. **Use of the telephone** – Make the initial step in ringing them to set up an informal discussion, this might be at their place of employment or over a drink at evening time. Take copies of your CV with you!
2. **E Mail*** – attaching your CV, this has the immediate effect of asking for help and can be an excellent way of communicating where appropriate e.g. a busy known contact may have someone else opening post, so it may take a few days to hit their desk – e mail will of course be direct in the majority of cases.
3. **Writing*** – Another avenue to explore if maybe you have not seen this contact for a while – make it brief, explaining what you are looking for and attaching a copy of your CV – say that you will follow this up in a few days. By taking this action you are showing the initiative and driving the purpose of your letter forward.

*see examples of letters in the speculative mail shot section next.

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In recapping then, you will know your contacts and can then decide which approach to make. You may decide to use a combination of all three.

Remember to keep track on who you have contacted and don't be afraid to follow up those of your contacts who have not responded. Just think that if you only know 20 contacts and they know 20 contacts of their own, you could have 400 potential people looking out for opportunities for you!

Finally don't underestimate Networking as it is recommended that you should spend at least 50% of your time using this initiative.

Speculative mail shots

This particular way of seeking employment plays a major part in todays strategy as there are many positions, in particular Management roles which are never advertised so there are opportunities here to tap into these possibilities.

You may also find that if you hold a professional qualification the Body who represents your industry holds an incredible amount of experience and knowledge and often can provide you with quality information e.g. Names of companies in your area and if a newly qualified graduate, those companies who offer a graduate entry scheme as a way into their business.

Knowing and Researching your Target Audience

Having once determined the companies you are going to write to you need to find out a little more about them, from either local press, their internet web-site, a piece from a recent press release etc.

The format of the approach itself is not too onerous as you are not asking for a job but you are expressing an interest into future openings which may arise and displaying that you have the qualities through skills/knowledge/experience which could bring added value to their business.

One essential point to make is to ensure that you address your letter to the correct person. Writing just to the HR Manager of the Company can in many instances be the wrong person, so try to find out who is either the Managing Director or Operations Manager as these are the individuals within a business who may well have ideas on job demands due to company growth before they have even been communicated to their HR teams.

By spending time in finding out the correct contact, will show that you know the people in the top positions, who influence the needs of their business.

The approach to the company needs to be kept to three or four paragraphs as the CV is there to do the talking about yourself.

*An example of such a letter could be:-

Dear (Name of MD/Operations Manager)

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I have with interest been reviewing your Website (or have recently read a press cutting) and would like to enquire about any openings which may arise in the future to join your business.

I am attaching my CV, and I feel that I would bring added value to your company through my (choose as need be) skills/ knowledge/experience/achievements

I am available for an informal interview, and look forward in having the opportunity of meeting you. (if confidence is high this last sentence could read.... I am available for an informal interview and I will ring you in the next few days to see if this is possible – this displays great initiative and confidence with this type of approach)

Yours sincerely

***Through Networking Contacts**

Writing speculative letters to business contacts in particular can also be another area to explore.

The main difference here is that these people know you or have known you through someone else and quite often will be willing to help you in your job search. You may have recognised them as part of your target audience as well.

The approach to these contacts need to take place with both your business head on and your knowledge of what their own roles are within their current business.

They may not be aware of your current situation with regards to prospecting for employment, so these are a couple of ways to tackle this.

The first is to make telephone contact with them to explain your position and to enquire if they will help you – it maybe that you are looking for a position within their company or ask them who they know as a contact. The main purpose is to enable you to send your CV to them and obtain that informal interview.

The second approach may take place where a written communication is another option where either the post or e-mail could be used.

An example would be:-

Dear (Named person)

I am currently exploring the opportunities I have in changing my current employment, and would like you to help me if at all possible.

I am particularly interested in (your chosen preference(s) and I take this opportunity to enclose my CV

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I would welcome an informal interview with you so that I can discuss my situation in more depth and look forward to hearing from you. (or again as with the previous example be bold and say... I am available for an informal interview and I will ring you in the next few days to see if this is possible – this displays great initiative and confidence with this type of approach)

Yours sincerely,

Keep a track on who you are attempting to make contact with and remember to follow these up!

The Internet

The internet is another key area for those job searching as it provides an ideal platform to carry through research and analysis of companies in an instant but equally as important the ideal opportunity to upload your CV to recruitment sites in a relatively short time period.

The key to receiving e-mails alerting you to potential jobs is the ultimate objective but unfortunately there is every likelihood that your e-mail inbox may well be flooded out with all kinds of roles which are totally unsuitable. The way to reduce this taking place is to ensure that you are very specific when you are registering your details and make sure that your CV has words within it which match both the industrial sector and the type of role you are looking for.

It would be unprofessional for the Author to recommend appropriate sites so it is suggested that searches are made via google and then choose both National & Local sites. Begin by registering with just a few to see what happens next and then expand the process as required.

The other area where the internet comes into its own is the availability to read newspapers online from all over the world in most cases for free, although some papers within the UK are now making a charge for this facility. In this instance there is an excellent site www.thepaperboy.com. You will see that newspapers have a direct link into the local job market so immediately it creates another potential avenue for you to distribute your CV.

Recruitment Agencies

This section brings about an insight into Recruitment Agencies together with a number of hints and tips of how best to get them working alongside you in another avenue of the job search process.

Recruitment Agencies are dotted around most Cities and Towns and earn their living by introducing candidates to prospective employers who have taken them on board when searching for employees. Subject to the arrangements the agency has with the employer a fee will be paid by the employer to the agency for finding the suitable candidate for a given position.

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In your job search process you should take on board between 10/15 agencies wherever possible, provided that you are clear when registering with them the following key facts:-

- The Industry and type of work you are looking for.
- The benefits package, salary, holidays, training, hours per week, pension etc you are looking for.
- The distance you are prepared to travel to work.
- Your availability for interview, together with notice period of your existing employer where appropriate.

When registering with them, your CV will be the tool they will use, following a brief fact-finding interview.

There are a number of ways to register with them:

- By walking through their door to phoning beforehand.
- Sending in your CV by e-mail, fax or post first and then arranging an interview over the telephone. The big advantage here is that they will have had an opportunity to talk to you first and will have an idea of what you are looking for and more importantly have your CV to hand. In addition they will usually give you an indication if they can help. If they are not, it may be due to them only specialising in certain industries.

Finding suitable agencies will take time, as some specialise in certain industries, whereas others may very well cover a wide area of the market.

You can use Yellow Pages, the internet and maybe a personal recommendation, which will point you in the right direction.

Take on board a minimum of 10, so that you can keep in regular contact with them and check the progress they are making.

Whilst agencies play their part in the job search process, research actually shows that only about 10% of people in new employment found their positions through an Agency so exercise care that you don't put all your energy into this area and you find a suitable balance alongside the other avenues you are exploring.

Don't forget to keep a record of who you are registered with and the name of the person you have established contact with!

Responding to an Advertisement

In this section we will cover the procedures in how to reply to advertisements in the most positive way.

Advertised Positions will appear from a number of sources. The most common ones are newspapers, (both local and national) trade magazines and journals, internet and more increasingly local radio stations.

The advertisement can take different forms; for example it may request you to ring a number for an interview pack/job application form or it may give you an idea of the position and invite you to respond with your current CV. In some instances it may ask candidates to ring for a telephone interview, as part and parcel of their selection process, so have your CV to hand!

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The first step is to evaluate the advertisement, once your interest has been captured. Usually it is very unlikely that you have all the skills, experience and knowledge they are looking for so by matching the ones you do possess to the advertisement and the job specification (if there is one available) you will see the areas easily which do. If you feel that you possess three quarters of them, apply for the position.

As we are looking here at instances where CVs have been requested it is advisable to ensure that your CV remains viable for the position you are applying for and it may need to be tweaked here and there. Remember from earlier on in the book, that your CV is not written in stone so there may be some achievements from past roles which may need to be introduced and others, which may need to be taken out. Take the time out and review your CV.

Having now reached this stage the letter or e-mail responding to the advertisement needs to be attractive, short and to the point, with a very positive message to seek that all important interview.

Here is an example – keep this to three paragraphs

(Where seen)

Dear (Named person)

Following your advertisement in (Newspaper/any other source) on (date) I am enclosing my current CV as requested.

(Expressing the interest)

I am very interested in this position and feel that I have the skills, knowledge and experience you are looking for.

(Asking for the interview)

I look forward to having the opportunity in attending an interview to discuss the position in more detail.

Yours sincerely,

Make sure that your letter or e-mail arrives in good time for the closing date but also take care that it does not arrive too early, as this may show that little thought has gone into your application.

Advertisements usually have a very large response so there could well be hundreds received. A good idea to give your letter a further boost (if this is the method you have used) is to ring just before the closing date, to enquire whether they have received it as not all employers acknowledge your application. Sometimes what takes place at the other end is that your response may be placed at the top of the pile, and may be marked that you took the trouble to phone. This can be a positive step as you are showing a keen interest in the position.

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Essentials of now having a professional CV

We have seen throughout the book the structured approach which has been taken on how to construct a professional CV, together with the many examples shown, so having experienced the process, it is now a simple must that you adopt these strategies to maximise your opportunities in finding employment.

As this final chapter draws to a close it only remains to say that you now have an incredible tool in your tool box to use which you should be proud of as this is completely unique to yourself and should have given you additional confidence, increased self esteem and motivation in the job search you are about to embark on.

Good luck!

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